

WEST LAS VEGAS PLAN

### CITY OF LAS VEGAS

## WEST LAS VEGAS PLAN

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The West Las Vegas Plan was adopted by the City Council as an Element of the City of Las Vegas General Plan on March 2, 1994





### Cover Artwork

Mary Greer Mudiku is best known in the Washington, D.C. and East Coast area for her very detailed pen and ink drawings, done in a stippling technique which readily identifies her style. She is an accomplished painter, poet and aspiring entrepreneur who has started her own company, "The Season of Rebirth", a conduit for her Afrocentric artifacts.

The pointillist-painter was born in Greenville, Mississippi, reared in Memphis, Tennessee, completed her undergraduate B.F.A. degree at Memphis State University, and studied at the Memphis academy of Art. In 1974, Mary, with her two sons, moved to Washington, D.C. and proceeded to share her gifts with the D.C. community. Presently, Mary is continuing her education at Howard University's Department of Fine Arts, where she is completing a Masters in Fine Arts. Through painting, Mary has found that her work reinforces indigenous links with nature and reflects genetic memory of her African heritage. These factors spiritually guide her creativity, causing the artist to have an African response to a Euro-western experience and artistic training, resulting in imagery that ranges from representational to abstract and combinations of both.

As a poet, Mary has also achieved notoriety through her poetry presentations with a group of sister poets "The Message Makers," who published an anthology of poetry, called Messages from Black Women. Participation in this group has guided her spiritual development as well as constantly reminding her of her responsibility to love, share and care for her own people, while sharing her creative gifts with the world.

Mary struggles to develop her business for she sees it, as a means of future employment, inspiration and information for young Blacks, particularly aspiring artists. Mary says: "We, the Africans, are immortal masters of creativity and practical productivity. We must now acknowledge and accept our achievements through love and support of our own abundant gifts, and through interest and compassion for our genetic bond as a people." Mary's art works have solicited favorable reviews, and have been warmly received in several galleries, local and international. Her art and poetry have appeared in magazines and newspaper ads and her commissioned works range from book and album covers to portraits and murals.

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### Divider Artwork

Artwork on the divider pages is from the African textile collection of the Indianapolis Museum of Art, courtesy of African Textiles 1994 Calendar.

In Africa, both men and women weave, using cotton, wool, raffia, silk and man-made fibers such as rayon. A wide range of weaving techniques, as well as applique, embroidery, pattern dying, stamping and stenciling, are used to produce many types of cloth. The innovative compositions and the vitality of designs in bold and vivid colors set African textiles apart from many other textile traditions. Despite the ongoing changes in African life, traditionally made cloth is still a viable art form and an integral part of life in many places.

For more information contact:
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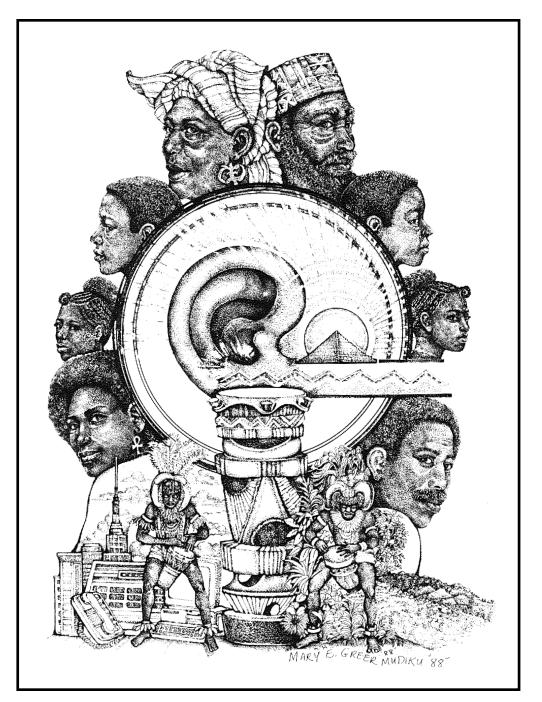
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This we know, all things are connected, like the blood which unites one family. All things are connected. Teach your children that the earth is our mother. Whatever befalls the earth befalls the sons and daughters of the earth. Man did not weave the web of life; he is merely a strand in it. Whatever he does to the web he does to himself.

> Chief Seattle, Native American, 1854





### WEST LAS VEGAS PLAN



Tomorrow's community leaders today

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### **EXECUTIVE SUMMARY**

The West Las Vegas Plan is the prototype for a series of neighborhood scale comprehensive plans to be developed in conformance with, but in more detail than, the City of Las Vegas General Plan. The 3.5 square mile West Las Vegas community is centrally located in the City, immediately north and west of the Downtown core area (see map page 6). The Plan was developed by staff with the continuing input and support of the West Las Vegas Neighborhood Advisory Board which was appointed by Councilman Frank Hawkins Jr. in April 1992, in a concerted effort to **plan with rather than for** the neighborhood residents.

The following key issues were prioritized through a synthesis of all concerns identified throughout the planning process, and it is these issues to which this plan is designed to respond:

- Citizen Participation: active participation in the decision-making process is important to the residents
- Commercial Development: the absence of most goods and services in the community was seen as a major problem, and the need for a shopping center has been expressed
- Employment Opportunities: providing jobs is essential to the improvement of the social and economic well-being of the community
- Business Development: the business community
  has identified the need for educational assistance,
  technical assistance, and small business loans to West
  Las Vegas businesses

- Housing Opportunities: improving home ownership opportunities and providing affordable housing
- Clean-up and Beautification: residents have expressed the need for an organized effort to clean-up and beautify West Las Vegas
- Image Improvement: residents have stated their desire for physical improvements and amenities to enhance the visual image of West Las Vegas and improve West Las Vegas' image outside the community

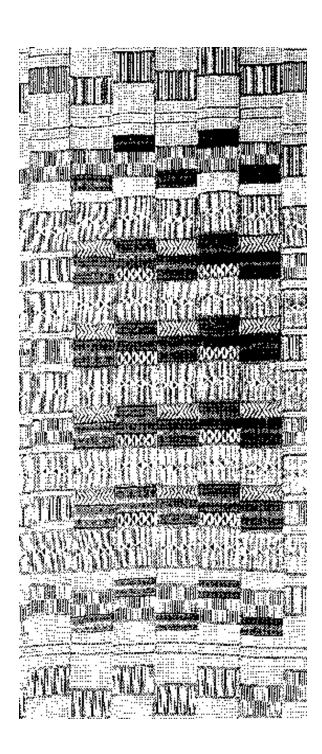
The overall goal of this planning initiative was to develop an action plan to revitalize West Las Vegas by:

- Providing the opportunity for citizen empowerment to effectuate change in the community
- Improving the quality of life for all residents
- Improving the physical conditions and overall image of the area
- Encouraging reinvestment in housing and commercial areas
- Promoting diverse employment opportunities for all area residents

The Plan is organized into four sections:

- 1. Introduction and Background, which reviews the planning process, summarizes the Plan's goals and objectives, establishes the general setting of the Plan Area, and reviews the history of the community.
- 2. Plan Elements, which include existing conditions, goals, objectives, and recommendations:
  - Socio-Economic
  - Land Use
  - Housing
  - Community Facilities
  - Circulation
  - Business Activity
  - Urban Design/Visual Image
- **3. Plan Implementation**, a matrix schedule which lists the recommendations, by Element, and outlines the responsible agency or party, the source(s) of funding, and the timeframes for implementation.
- 4. Appendix, which includes supporting maps and documentation.





SECTION 1:

INTRODUCTION & BACKGROUND

### INTRODUCTION

West Las Vegas in proximity to downtown Las Vegas (view to southeast)

### PURPOSE OF THE PLAN

Some areas of West Las Vegas exhibit characteristics of urban decay: disinvestment in property, a high rate of absentee landlords, and poverty. However, West Las Vegas also has numerous strengths to counterbalance the decline: strong and stable residential communities, strong community and business organizations, a strategic location next to downtown, and regional accessibility. These strengths create the opportunity for both public and private actions to successfully intervene in the process of decline.

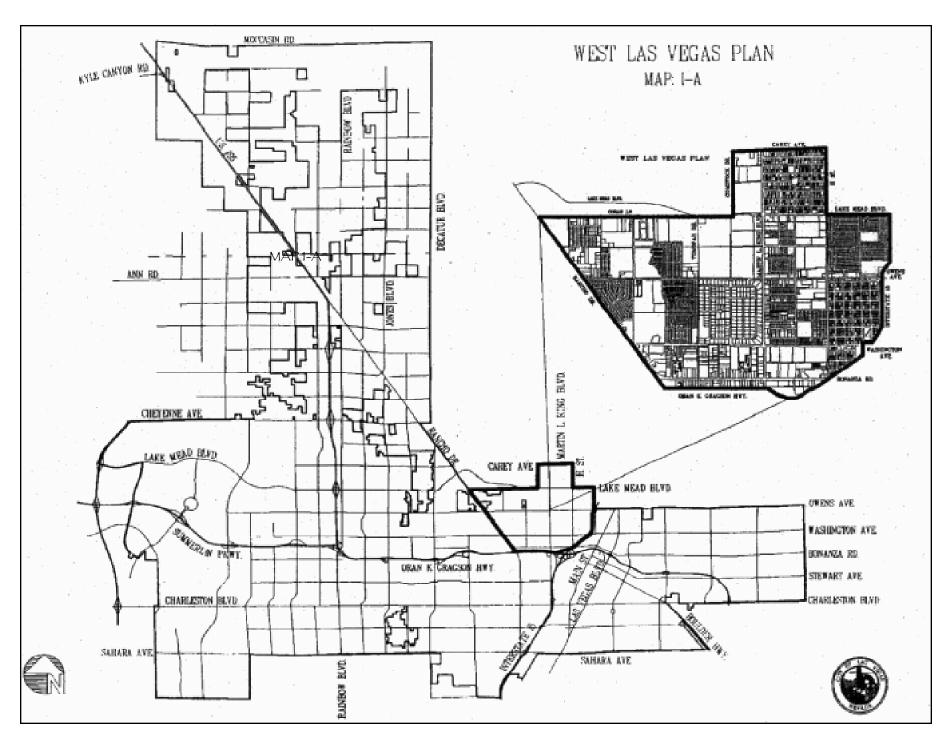
This Plan is the City's effort to intervene in a positive way and the hope is that this planning initiative is the beginning of a cooperative relationship between the City of Las Vegas and the residents of West Las Vegas. The purpose of this Plan is to guide the future development and revitalization of West Las Vegas and to assist the community in achieving its full potential as a place to live and work. It is also a guide for proposed capital improvements and subsequent distributions of public and private funds.

### PLANNING AREA

West Las Vegas is centrally located in the Las Vegas Valley and occupies approximately 3.5 square miles or four percent of the total land area of the City of Las Vegas. It is north and west of the Downtown core area and is within walking distance of the world famous "Fremont Street." It is conveniently located near major employment centers in Downtown Las Vegas and North Las Vegas and has excellent regional access to the entire Las Vegas Valley by way of two adjacent freeway systems.

The physical limits of the Plan area, as shown in Map I-A, West Las Vegas Plan Area, are:

- Rancho Road on the west
- Coran Lane/Carey Avenue/Lake Mead Boulevard on the north (City limits)
- Interstate 15 on the east
- Oran K. Gragson Highway on the south



A beautiful symbol of hope and tenacity displaying determination against all odds

### PLAN ORGANIZATION

The Plan is organized into four sections.

- 1. **Introduction and Background** This section reviews the planning process, summarizes the Plan's goals and objectives, establishes the general setting of the Plan Area, and reviews the history of the community.
- 2. **Plan Elements** This section includes the existing conditions and the goals, objectives, and recommendations for action for each of the following Elements:
  - Socio-Economic
  - Land Use
  - Housing
  - Community Facilities
  - Circulation
  - Business Activity
  - Urban Design/Visual Image
- 3. **Implementation Schedule** This matrix lists each recommendation, by Element, and outlines the responsible agency or party, the source(s) of funding, and the timeframe for implementation.
- 4. Appendix This section includes supporting maps and documentation.

### THE PLANNING PROCESS

The planning process began with the appointment of the West Las Vegas Neighborhood Advisory Board (WLVNAB) by Councilman Frank Hawkins Jr. in April 1992. The first meeting of the WLVNAB with the Community Planning Staff to begin this planning effort was on April 23, 1992, prior to the civil unrest on April 30, 1992. It is important to note this fact because this Plan is not a response to the incidents in April, 1992; instead, it is a response to the many needs of this community that have multiplied, partially through neglect, over the past twenty years.

The planning process for this Plan was designed to provide the opportunity for the residents of West Las Vegas to express their ideas on issues important to them, and to assist in creating programs to improve their community. To accomplish this, the WLVNAB met with planning staff twice monthly for a year. All meetings were open to the public and were attended by various residents. The City Council convened a Special Meeting on July 6, 1992, to hear issues of concern. There were three subsequent WLVNAB public meetings; one in December 1992 to identify issues, one in January 1993 to prioritize the issues, and one in December 1993 at the



request of WLV residents to again review the Plan prior to submission to the Planning Commission for the public hearing for approval. Additionally, meetings were held with local businessmen to determine the critical issues concerning the business community.

### Key Issues

The following is the synthesis of all the issues identified throughout the planning process and it is these issues to which this plan is designed to respond.

**Citizen Participation** - Active participation in the decision-making process is important to the residents.

**Commercial Development** - The absence of most goods and services in the community is seen as a major problem by West Las Vegas residents and the need for a shopping center has been expressed.

**Employment Opportunities** - Providing jobs is essential to the improvement of the social and economic well-being of the community.

**Business Development** - The business community has identified the need for educational assistance, technical assistance, and small business loans to West Las Vegas businesses.

**Housing Opportunities** - Improving home ownership opportunities and providing affordable housing are key issues.

**Clean-up and Beautification** - Residents have expressed the need for an organized effort to clean-up and beautify West Las Vegas.

**Image Improvement** - Residents have stated their desire for physical improvements and amenities to enhance the visual image of West Las Vegas. Additionally, they have expressed concern about West Las Vegas' image outside the community.

# SUMMARY OF GOALS AND OBJECTIVES

## Overall goal: Develop an action plan to revitalize West Las Vegas by:

- Providing the opportunity for citizen empowerment so as to effectuate change in the community
- Improving the quality of life for all residents;
- Improving the physical conditions and overall image of the area
- Encouraging reinvestment in housing and commercial areas
- Promoting diverse employment opportunities for all area residents

# Citizen Participation Goal and Objectives

Goal: Ensure that planning for West Las Vegas is done with the residents rather than for the residents.

## Objective: Develop a citizen participation program for West Las Vegas which will:

- Help establish a collaborative relationship with City government
- Improve communication between City government and the neighborhoods
- Establish a neighborhood-based planning process
- Build capacity in the neighborhoods to develop neighborhood-based organizations that will address the needs identified by that neighborhood

### Socio-Economic Goal and Objectives

Goal: Achieve a more economically balanced community.

#### **Objectives:**

- 1. Increase job opportunities and resources
- Inform the Las Vegas community of the strengths, the potentials, and the positive realities of the West Las Vegas community

### Land Use Goal and Objectives

Goal: Implement a West Las Vegas Future Land Use Plan which provides a balanced mix of land uses, community facilities, and a coordinated circulation system to meet the needs and desires of neighborhood residents.

### Objectives:

- 1. Maintain and improve property values throughout West Las Vegas
- 2. Develop a commercial/light industrial land use strategy for West Las Vegas
- Incorporate minor refinements to the Downtown
  Development Map to accommodate land use
  changes since the Map was adopted, and to
  reduce the categories of similar service commercial designations
- 4. Develop a planning and development strategy for the "Old Westside" mixed use neighborhood

- 5. Reexamine the gaming designations for West Las Vegas
- 6. Develop a land use and circulation alternative for the Owens Avenue/Harrison Avenue one-way pair
- 7. Eliminate the variable land use designations of the General Plan in the West Las Vegas community

### Housing Goal And Objectives

Goal: Preserve and improve the quality of the existing housing stock, improve residential property values, increase homeownership opportunities, and provide a full range of housing types and price ranges.

#### Objectives:

- 1. Increase home ownership
- 2. Provide affordable housing
- 3. Improve the physical appearance and livability of the residential areas

### Community Facilities Goal and Objectives

Goal: Provide a proper balance (number and location) of community facilities to serve the present and anticipated population.

### Objectives:

- 1. Provide neighborhood schools to serve West Las Vegas
- 2. Reexamine the number, location and available facilities of parks which serve West Las Vegas
- 3. Provide Metropolitan Police facilities to serve West Las Vegas
- 4. Plan for Future Post Office Facilities
- 5. Provide a West Las Vegas Branch campus of Southern Nevada Community College



### Circulation Goal and Objectives

Goal: Provide a comprehensive circulation system which adequately serves the local and regional needs of existing and future development in West Las Vegas.

#### Objectives:

- 1. Evaluate and monitor the traffic impacts on the West Las Vegas community as a result of the development of the Union Pacific property
- 2. Ensure that the redesign of the I-15/US 95 Interchange provides improved access to and from West Las Vegas while not adversely affecting the residential neighborhoods
- 3. Provide for opportunities for alternative modes of transportation
- 4. Continue to evaluate the bus service provided to West Las Vegas residents by Citizen's Area Transit

### Business Activity Goal and Objectives

Goal: Strengthen and stabilize the West Las Vegas business environment while fostering new economic growth and development.

### Objectives:

- 1. Improve the financial and educational needs of the existing business community
- 2. Promote new commercial development

### Urban Design Goal and Objectives

Goal: Improve the physical character and visual image of the West Las Vegas community.

### Objectives:

- Improve the physical character and enhance the visual image of West Las Vegas through streetscape improvements
- Develop an Urban Design Plan for the Old Westside neighborhood (east of H Street and south of Owens Avenue), and the adjacent Town Center

### BACKGROUND

West Las Vegas is located close to Downtown Las Vegas and to the vacant 237 acre Union Pacific site now under development

### REGIONAL CONTEXT

Land uses in the areas surrounding West Las Vegas are generally characterized by: residential and commercial areas to the south and west, undeveloped parcels planned and zoned residential and industrial to the north in North Las Vegas, and industrial and commercial areas to the east. To the southeast is downtown Las Vegas including the vacant 272 acre Union Pacific property recently subdivided as commercial lots.

Oran Gragson Highway and Interstate 15 provide direct regional access to the Las Vegas metropolitan area. There is also easy access to major commercial centers (the Meadows Mall, the Boulevard Mall, and the Fashion Show Mall), UNLV, and the Las Vegas Strip. It is, in fact, this easy access to the surrounding metropolitan area, coupled with its central location, that is one of this community's key resources. West Las Vegas is a prime location for regional scale development.

### PHYSICAL SETTING

West Las Vegas has very flat terrain and soils that are typical for the Las Vegas area. There are several small areas of subsidence induced fissures, as noted on Map I-B, Flood Zones, Fault Scarps, and Fissures (the boundaries are approximate). This fissuring is not unusual in Las Vegas and is typically related to the removal of ground water in the Las Vegas Valley.

Flooding is not a problem in West Las Vegas even though much of the Plan area falls within a flood zone (see Map I-B). As indicated, the shaded areas are Zone AO, which are areas of 100 year shallow flooding with depths between one and three feet. Zone C is an area of minimal flooding. However, the regional flood control program of detention basins and channels is progressively diminishing the potential problems of flooding.

Map I-B also identifies the approximate location of two inactive faults that run through West Las Vegas. These faults are the result of shifts in the earth's crust millions of years ago.

### HISTORY OF WEST LAS VEGAS

The history of West Las Vegas is intimately intertwined with the beginning of Las Vegas. In 1904, J.T. McWilliams began selling lots in the McWilliams townsite that later became known as the "Westside" because of its location on the west side of the railroad tracks. The boundaries for this townsite are Bonanza Road, Washington Avenue, A Street, and H Street as noted in Map I-C.



	MAP: I~B WEST LAS VEGAS PLAN FLOOD ZONES, FAULT SCARPS & FISSURES
Map: I~C WEST LAS VEGAS PLAN MCWILLIAMS TOWNSITE	

This settlement quickly became an important supply point for the miners in the area when the railroad completed its connection to Las Vegas in 1905. The McWilliams townsite served as a transportation center for goods and supplies from which freight was transported by wagons to outlying areas. Additionally, the first business district in the Las Vegas Valley was established here, including the first bank, blacksmiths, wholesale houses, a drug and general store along with several restaurants. During these prosperous times the townsite population was approximately 1500.

In May of 1905, lots in the Clark's Las Vegas townsite, to the southeast across the tracks, were auctioned and began to boom at the expense of the McWilliams townsite. The result was a rapid decline in the McWilliams townsite from which the area has never truly recovered.

It should be noted that among the early pioneers that settled the Las Vegas Valley, and the McWilliams townsite in particular, were African Americans. They purchased land and started their own businesses that thrived representing only about one percent of the population as late as the 1930's. Some of the early African American settlers in this area were Mr. and Mrs. Lowe, Tom Harris and Mr. and Mrs. Mitchell.

An influx of African Americans to the Las Vegas Valley occurred during the 1940's due to three factors: (1) the establishment of the hotel casino industry; (2) the construction of the Basic Magnesium Industries Plant in Henderson; and (3) the building of the new military base later known as Nellis Air Force Base.

Las Vegas began to institute Jim Crow Laws which established segregation in the valley. As a direct result of this social phenomenon, African Americans were forced to move to West Las Vegas, including the McWilliams townsite. Segregation and cheap land resulted in overcrowded conditions and tent subdivisions sprang up next to the McWilliams townsite to accommodate the growth.

During this time in the "Westside", because of segregation and the increase in population, African American businesses began to flourish even more. Captive clientele hotels and casinos were built in West Las Vegas to provide entertainment for African Americans; the Moulin Rouge, the former Carver House (later known as the Cove Hotel) and the Town Tavern are examples. Also during this period African American entertainers who performed in hotels on the Strip or Downtown could not stay, eat or gamble there; as a result "Westside" hotels, restaurants, and nightclubs prospered. This trend continued until the 1960's when civil rights legislation opened the doors for people of all color.

When integration became an established policy in the mid 60's, African Americans began to patronize businesses outside the "Westside" and only a small number of the white population were patronizing African American businesses. The resulting economic decline further discouraged investment by financial institutions. As a result of both the shrinking clientele and shrinking investment, many of the businesses began to fail. Without the support of the financial institutions in Las Vegas, and no substantial efforts by any agency or institution to address the economic and social barriers confronting this neighborhood, West Las Vegas has remained virtually unchanged since the 1970's.

For West Las Vegas, the 90's will hopefully be a decade of change. In 1992, financial institutions began showing interest by locating branch offices in West Las Vegas and three new residential subdivisions are currently under construction. The City of Las Vegas, under the leadership of the mayor and the City Council, and most particularly, Councilman Frank Hawkins Jr., has initiated a new policy of inclusion instead of exclusion for West Las Vegas. Their efforts have helped to establish a new feeling of optimism that will hopefully be transformed into action which will produce the kind of living and working environment in which all "Westside" residents can take pride.

### REDEVELOPMENT AREA

A portion of the Downtown Las Vegas Redevelopment Area, established in 1986 (see Map I-D), is within the West Las Vegas Plan Area. The governing body for the Redevelopment Area is the Las Vegas Downtown Redevelopment Agency Board (Mayor and City Council) and the authority for the Redevelopment Area is derived from the Nevada Revised Statutes, Sections 279.382 to 279.680. The Redevelopment Agency has broad powers under state law which include the ability to acquire property and dispose of it for public and private development, to assist property owners in the rehabilitation and development of their properties, to undertake and pay for public improvements, and to finance its activities through the issuance of bonds or other forms of borrowing.

The major objective of the redevelopment process is: the correction of conditions of blight in the redevelopment area which constitute either social and/or economic liabilities and the initiation of redevelopment in the interest of health, safety, and the general welfare of the people. Redevelopment monies are used for site specific projects and typically fund 10 percent of the project.

With the adoption of the City of Las Vegas General Plan on April 5, 1992, the Downtown Development Plan, a Land Use Plan for the Redevelopment Area, was also adopted (see Map AP-A in the Appendix). It is this Land Use Plan which currently dictates future land uses within the Redevelopment Area.

### Redevelopment Projects in West Las Vegas

To date, one redevelopment project within the West Las Vegas Plan area has been completed (Clean Center), funding for a market study for another project has been expended (Moulin Rouge), and the Agency is working on the first phase of a shopping center project, Magic's Westland Plaza (Owens and H Street) for which groundbreaking occurred on January 5, 1994.

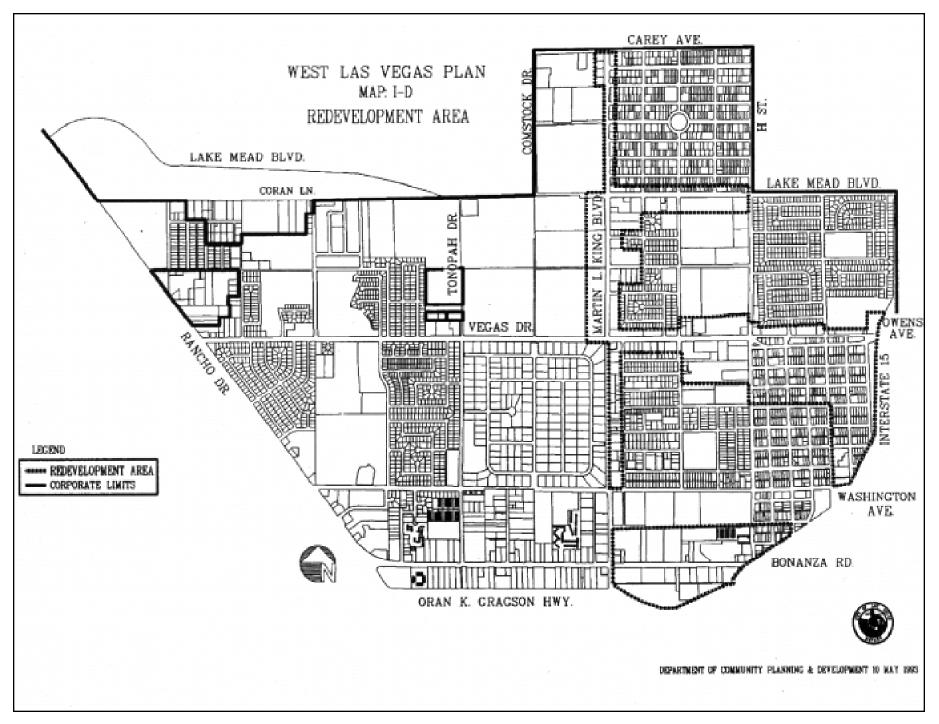
- The Clean Center This project, located at 1100 West Owens Avenue, is a 6,800 square foot laundromat/retail center
- Moulin Rouge A market study is being completed to determine if the Moulin Rouge would have sufficient market support to become a viable business. Further Redevelopment Agency funding will depend on the results of this study

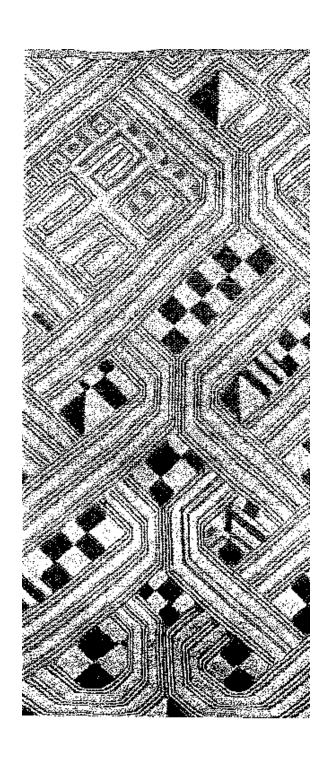
 Shopping Center at Owens and H Street - The Agency assembled the parcels needed for this 22 acre project with a 50,000 sq. foot Vons supermarket as the key anchor for phase 1. Construction began in March 1994

Two projects outside the West Las Vegas Plan Area but directly adjacent to the Plan area have also been completed with the use of redevelopment funds.

- Valley Foods This project, located at the northeast corner of D Street and Bonanza Road, is a food distribution warehouse which relocated to this more regionally accessible location
- Levitz Center The Agency was responsible for a portion of the off-site improvements for this retail furniture complex at the corner of Mesguite Ave. and Martin Luther King Blvd.

The future of economic development in West Las Vegas is partially dependent on the infusion of redevelopment monies.





SECTION II:

PLAN ELEMENTS

### PLAN ELEMENTS

... Ensure that the planning is done with the residents rather than for the residents...

### Introduction

The overall goal of this planning initiative is to develop an action plan to revitalize West Las Vegas by:

- Providing the opportunity for citizen empowerment so as to effectuate change in the community
- Improving the quality of life for all residents
- Improving the physical conditions and overall image of the area
- Encouraging reinvestment in housing and commercial areas
- Promoting diverse employment opportunities for all area residents

This section discusses the existing conditions for each of the following Elements of the Plan and the various issues raised as a result of the input from the West Las Vegas Neighborhood Advisory Board, public meetings with West Las Vegas residents, and Community Planning's staff research of existing conditions. Goals, objectives, and recommendations are also outlined for each of the following Elements.

- Socio-Economic
- Land Use
- Housing
- Community Facilities
- Circulation
- Business Activity
- Urban Design/Visual Image

### Citizen Participation

Goal: Ensure that planning for West Las Vegas is done with the residents rather than for the residents.

Critical to the revitalization of West Las Vegas is citizen participation. This is important because the community needs to be involved in the decisions that affect its future and it also provides the means for strengthening neighborhood identity while improving the effectiveness of local government. There is also a need to begin building capacity in the neighborhood so that the residents can begin to solve the problems in their community with the support of the City.

From the outset of this planning process, the residents of West Las Vegas stated their desire for the City to plan **with them** rather than **for them**. To ensure that the community participates in



future decisions about their community, the citizen participation program (West Las Vegas Neighborhood Advisory Board), now in place, should be enhanced.

The City was awarded a \$260,000 Technical Assistant (T.A.) grant from the U.S. Department of Housing and Urban Development to assist in the empowerment of residents in West Las Vegas in October 1992. The money is being used to develop a permanent citzen participation process which includes the further development of the West Las Vegas Neighborhood Advisory Board into a representative board of each of the residential districts (neighborhoods) in West Las Vegas and to function as an ongoing advisory body to the City Council, Planning Commission, and other appropriate, authorized commissions and boards on all matters affecting the neighborhood.

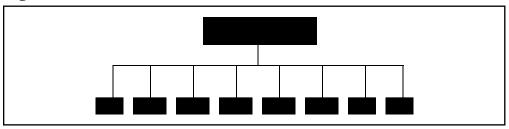
#### Objective: Develop a citizen participation program for West Las Vegas which will:

- Help establish a collaborative relationship with City government
- Improve communication between City government and the neighborhoods
- Establish a neighborhood-based planning process
- Build capacity in the neighborhoods to develop neighborhood-based organizations that will address the needs identified by that neighborhood

#### Recommendations

1. Using the individual residential districts of the overall West Las Vegas area identified in the Existing Conditions of the Housing Section of the Plan (Map H-A) as a framework in conjunction with the HUD T.A. grant, begin to organize residents and business owners into working Neighborhood Associations (NA). A representative from the Las Vegas Housing Authority Resident's Councils should also be included in this effort. The purpose of a NA is to identify key issues of their specific neighborhood, to organize and promote self-help projects, and to identify and cultivate leadership. Each NA will provide a representative to a reorganized West Las Vegas Neighborhood Advisory Board. The relationship of the NAs to the West Las Vegas Neighborhood Advisory Board is shown in Figure 1.

### Figure 1:



- Identification of economic development opportunities

• Organization and operation of local government

2. Develop a training program for the NAs and the

• Financial management

• Community organizing

Basic community planning

• Developing neighborhood plans

• Leadership skills

WINAB in:

• Fund-raising

Include the West Las Vegas Neighborhood Advisory Board, in an advisory capacity, in the development/redevelopment, rezoning and conditional use variance processes prior to formal review on the agendas of the Board of Zoning Adjustment, Planning Commission, and City Council.

## SOCIO-ECONOMIC ELEMENT

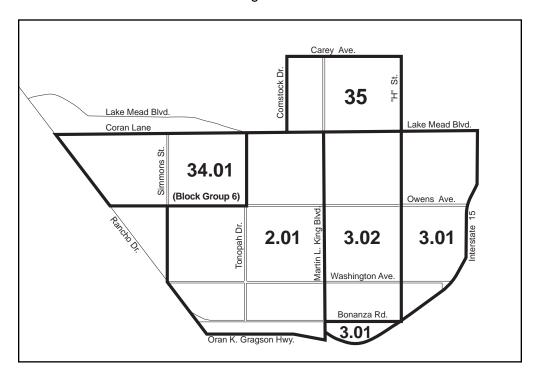


Martin Luther King Committee building with illustration depicting the vision of Dr. King

This element describes the population and income characteristics of the West Las Vegas community as compared to the City of Las Vegas and Clark County. Its purpose is to better understand the population that makes up the West Las Vegas community. The data is mainly derived from the April 1, 1990 U.S. Census. The Plan area is divided into five census tracts as noted in Map SE-A, West Las Vegas Census Tracts.

### Map SE-A:

### West Las Vegas Census Tracts



### Existing Conditions

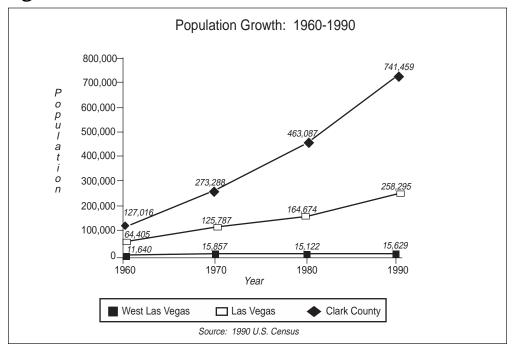
### Population

While the population has increased dramatically in the City of Las Vegas and Clark County, West Las Vegas has experienced a small decrease in population over the past 20 years. Since



1970, the population of West Las Vegas has decreased by 1.44 percent. In contrast, the population of Clark County has increased by approximately 171 percent and the population of the City of Las Vegas has increased by 105 percent for the same time period. From a population of 15,857 in 1970, the West Las Vegas population declined to 15,122 in 1980 and then rose slightly to 15,629 in 1990 (6.05 percent of the total population of the City of Las Vegas). Figure SE-1 compares the population growth of West Las Vegas to Las Vegas and Clark County since 1960.

### Figure SE-1:



### Race Composition

One of the most striking differences between the City, the County, and West Las Vegas, is the racial make-up of the community. According to the 1990 census, 78.23 percent of the population in West Las Vegas was classified as black, compared to 11.43 percent in the City and 9.54 percent in the County. The black population in West Las Vegas is 12,227: 41.4 percent of the black population in the City of Las Vegas and 17.3 percent of the black population in Clark County. Figure SE-2 further compares each of the race classifications in the Plan area to Las Vegas and Clark County.

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Figure SE-2:

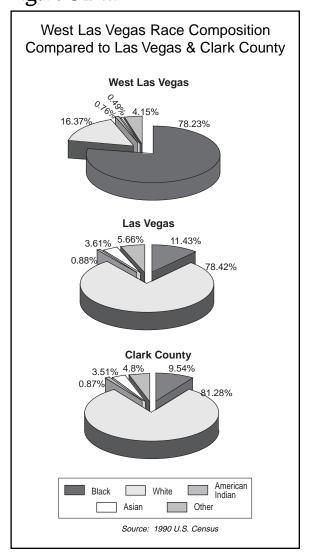
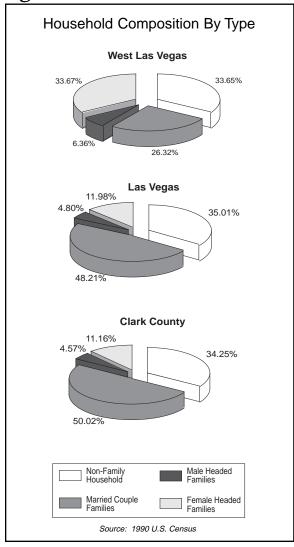


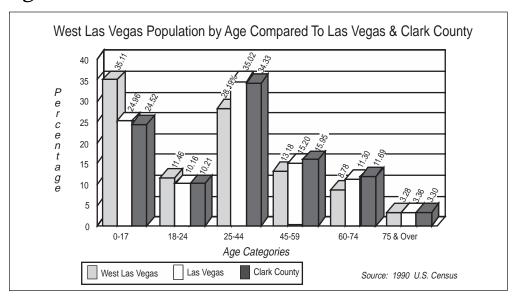
Figure SE-4:



### Age Composition

There are more West Las Vegas residents in the under 18 age category while the largest age group for the City and the County is the 22-44 category. In all other categories the age composition of the residents in the Plan area is similar to the City and County as Figure SE-3 reveals.

### Figure SE-3:



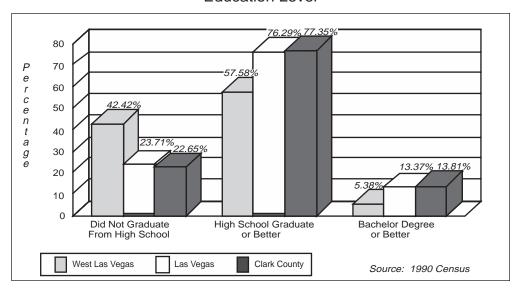
### Household Composition

West Las Vegas is characterized by a much higher percentage of single parent households than the City of Las Vegas and Clark County. Female headed households in West Las Vegas makeup 33.67 percent of all households in the community compared to 11.98 percent in the City and 11.16 percent in the County. Figure SE-4 outlines the differences in all the household types. The average household size is also higher for West Las Vegas at 294 persons per household compared to 2.55 persons in the City and 2.54 persons in the County. Three census tracts have households that average over 3 persons per household: census tract 3.02 has 3.21 persons per household, census tract 34.01, block group 6 has 3.07 persons per household, and census tract 35 has 3.53 persons per household



### Figure SE-5:

#### **Education Level**



### Figure SE-6

	Total	18,768	1,654	8.81
426	Rape	342	33	9.65
420	Homicide	39	2	5.13
415B	Assault/Battery with other Deadly Weapon	501	111	22.15
415A	Assault/Battery with a Gun	413	97	23.48
415	Assault/Battery	3,713	469	12.63
414C	Larceny From Person	637	32	5.02
414	Grand Larceny	3,146	127	4.03
407B	Robbery Involving a B-Pack	6	0	0.00
407	Robbery	1,611	198	12.29
406	Burglary	9,207	585	6.35
Part Or	ne Crime Codes	City of Las Vegas	West Las Vegas	% of All Las Vegas

Source: 1990 U.S. Census

### Educational Attainment

In West Las Vegas, 42.42 percent of all persons over 24 years of age have not graduate from high school. This is almost twice the percentage in Las Vegas and Clark County. In Las Vegas, 23.71 percent of the population have not graduated while 22.65 percent in Clark County do not have a high school diploma. Figure SE-5 further compares the percentages of high school graduates and persons with a bachelor's degree or better.

### Crime Statistics

The crime statistics for West Las Vegas indicate a much less crime-ridden environment than what is generally perceived by those living outside West Las Vegas. This could explain why crime was never once mentioned as an issue of concern in any of the public meetings held with the West Las Vegas residents. As indicated in Figure SE-6, only 8.81 percent of all crime calls in the City of Las Vegas in 1991 were in West Las Vegas. Information on all crime codes which are reported for the City of Las Vegas is also outlined.

### Income, Poverty and Unemployment

According to the 1990 census, the various income indices for the residents of West Las Vegas are considerably lower than the norms for the City and the County. The median household income for all residents of the City of Las Vegas is \$30,590 and \$30,746 for all residents in Clark County. In contrast, the median household incomes for the five census tracts in West Las Vegas range from \$8,158 to \$23,065. In census tract 3.02 the median household income is only 26 percent of the median household income in the City. The median income for census tract 2.01, the census tract with the highest income levels, is still only at 75 percent of the median household income of the City. Figure SE-7 compares the median household, family and nonfamily incomes for Las Vegas and Clark County with the average median incomes for all five census tracts in West Las Vegas.

As in the City and County, income from wages and salaries is most common in West Las Vegas. Figure SE-8 notes that 70 percent of all households in West Las Vegas have income from wages and salary compared to 82 percent in both the City and the County. West Las Vegas also compares closely to the City and the County in the percentage of income from Social Security and Retirement but there are greater discrepancies in self-employment and public assistance income. Only four percent have self-employment income in West Las Vegas whereas 10 percent in the City and the County report self-employment income. The greatest difference is in households receiving welfare income; 35 percent of all households in West Las Vegas have income from public assistance compared to only 6 percent in the City and 5 percent in the County.

### Figure SE-7:

#### Median Incomes

			West Las Vegus Census Tracts				
	Las Vegas	Clark County	2.01	3.01	3.02	34.01 BG 6	35
Median Household Income	\$30,590	\$30,746	\$23,065	\$13,337	\$8,158	\$12,052	\$14,730
Median Family Income	\$35,300	\$35,172	\$31,116	\$17,146	\$9,032	\$14,881	\$16,339
Median Non-Family Income	\$19,488	\$20,503	\$11,513	\$7,662	\$5,318	\$7,802	\$7,471

Source: 1990 U.S. Census

Figure SE-8:

#### Income Sources

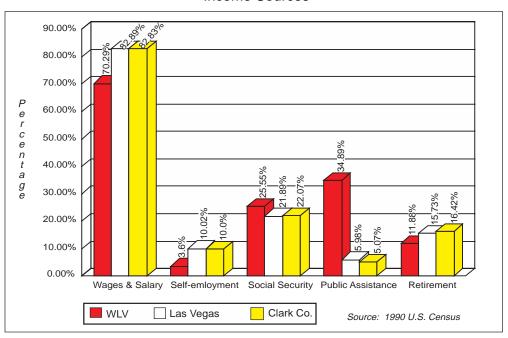


Figure SE-9:

#### Occupations by Percentage

Occupation	West Las Vegas	Las Vegas	Clark County
Executive, Administrative, and Management	4.4	11.1	11.4
Professional	5.5	9.5	9.3
Technicians	2.0	3.0	3.0
Sales	7.7	12.5	13.2
Administrative Support (Clerical)	11.7	14.5	14.5
Private Household	0.5	0.2	0.2
Protective Services	0.5	3.0	2.9
Service	41.1	23.1	23.3
Farming, Forestry, Fishing	1.6	1.2	1.1
Precision Production	6.7	11.2	10.9
Machine Operator	2.8	2.7	2.6
Transportation and Material Moving	4.7	4.1	4.0
Handlers, Equipment Cleaners, Helpers, Laborers	7.7	3.9	3.6

Source: 1990 U.S. Census

Figure SE-10:

### Percentage of Persons Below Poverty Level

					Census Tracts			
	Las Vegas	Clark County	All West Las Vegas	2.01	3.01	3.02	34.01 BG 6	35
All persons	11.5	10.5	38.6	18.0	33.6	52.5	44.4	40.0
All Families	10.8	9.1	31.9	13.7	26.5	53.1	39.0	37.1
65 & Over	8.2	7.5	36.2	34.7	26.5	34.6	39.9	27.7
Female Head of Household	25.7	24.1	57.0	30.5	36.5	73.5	66.4	49.1

Source: 1990 U.S. Census

For those persons 16 and over who are employed, 41.1 percent work in the service industry compared to 23 percent in both the City and the County. Additionally, only 10 percent of West Las Vegas residents have occupations in the executive, administrative, managerial, and professional fields while 20 percent of the City and the County residents have these occupations. As noted in figure SE-9, most other occupational category percentages are similar for West Las Vegas residents and the residents of the City and the County.

The 1989 poverty threshold for a family of four in the United States is \$12,674. Approximately 38.6 percent of all West Las Vegas residents are below poverty level according to the 1990 Census while only 11.5 percent of City residents and 10.5 percent of County residents fall below the poverty level. While none of the census tracts in West Las Vegas compare favorably with the City or the County, census tracts 3.02 and 34.01, block group 6, have considerably higher percentages of persons below poverty level. Most particularly, female headed households as indicated in Figure SE-10.

Unemployment within West Las Vegas is well above City and County rates. A major factor in the lower median incomes seen in this community is its higher than average unemployment rates. These rates, as measured for each of the five census tracts in the 1990 Census, range from a low of 9.3 percent to a high of 25.7 percent. Figure SE-11 highlights the unemployment rates for all census tracts within the Plan area compared to the City and County figures.

### Figure SE-11:

### **Unemployment Rates**

	Unemployment Rate
Las Vegas	6.6%
Clark County	6.7%
All West Las Vegas	16.9%
Census Tracts	
2.01	9.3%
3.01	16.9%
3.02	25.7%
34.01m BG 6	14.4%
35	17.5%

Source: 1990 U.S. Census

### SOCIO-ECONOMIC GOAL, OBJECTIVES, AND RECOMMENDATIONS

Goal: Achieve a more economically balanced community.

#### Objective 1: Increase Job Opportunities and Resources

An issue raised at every meeting with the West Las Vegas residents was the need for more jobs. This need is supported by the 1990 Census data on unemployment. In West Las Vegas, for persons 16 yrs. and older, the unemployment rate was 16.9 percent as compared to 6.6 percent for Las Vegas and 6.7 percent for Clark County. The breakdown by census tract is shown in Figure SE-11. The reasons for this very high unemployment rate are complex but certainly the lower educational level of the residents (42 percent of those persons 25 and older do not have a high school diploma) is a contributing factor.

In addition to more jobs, the need to increase the employability skills of the West Las Vegas residents is greatly needed and a program which provides rigorous counseling services, post employment support, and identification of specific actions to improve employability is essential. This program should include "life skills" training, a GED program, on-the-job training, coordination of the existing employment and training resources, and job referral.

#### Recommendations:

- Designate sufficient amounts of commercial land to support job generating functions (see Land Use: Goal, Objectives, and Recommendations).
- 2. Support the efforts of Nevada Business Services to obtain funding for the operation of a comprehensive advocacy, assessment, training, and placement program for the residents of West Las Vegas.
- 3. Continue support for the Specialized Training Employment Partnership Program Career which will coordinate employment opportunities from the casino industry and make this information available to the West Las Vegas residents.

This program is an organized effort by Nevada Partners, Nevada Business Services, Culinary Union Training Trust, and the City of Las Vegas to assist unemployed Las Vegas residents obtain training and employment preparation for jobs that will be available as a result of the several new resort properties that will be opening.



4. Develop an aggressive outreach program to encourage West Las Vegas residents that do not have a high school diploma to meet their GED requirements.

# Objective 2: Encourage the greater Las Vegas community to visit West Las Vegas by informing them of the strengths, the potentials and the positive realities of the West Las Vegas community.

Many West Las Vegas residents believe that the poor image of West Las Vegas is one of its biggest problems. The widely-held perception that this is an unsafe, rundown, and dirty area of Las Vegas is a major impediment to stimulating needed reinvestment. The physical appearance or visual image of many areas in West Las Vegas does contribute to the negative image. The overall appearance of the roadways and properties along the major transportation corridors which intersect the Plan area often present an impression that dilapidated buildings or abandoned structures, open storage, and overgrown debris-filled lots are predominant land uses. This is a real problem that must be vigorously addressed in order to change the image. Recommendations for the improvement of this condition are made in the Land Use and Housing Flements

There is an image problem however, which probably has its foundation in poor property maintenance but, has more to do with inaccurate information. The deteriorated condition of some areas has prevented an objective assessment of the overall neighborhood by those living in other parts of the community. A fear of visiting this neighborhood, because of negative media attention, inhibits many residents of the Las Vegas Valley from visiting this area. An effort to educate the citizens of Las Vegas to the many strengths and the potential of West Las Vegas and the realities of the neighborhood is very important if reinvestment is to take place and the local economy is to improve.

#### Recommendations:

- 1. Organize an educational program about West Las Vegas to be marketed to organizations and businesses throughout Las Vegas which would include a tour of West Las Vegas.
- Develop a video production that introduces the West Las Vegas neighborhood, its colorful history and the people who live there today, to be used as a marketing tool for community organizations.



These large vacant land parcels provide a potential for residential and commercial development which can provide additional jobs for West Las Vegas residents

### LAND USE ELEMENT



West Las Vegas in proximity to downtown Las Vegas (view to southeast)

The purpose of the Land Use Element is to develop a Proposed Future Land Use Plan as an expression of the residents' goals for the future pattern of development in West Las Vegas. The Future Land Use Plan identifies the areas that are to be devoted to various land use types, including residential, commercial, light industrial, and various public and quasi-public land uses. The Future Land Use Plan also identifies the densities (for residential land uses), and intensities (for commercial land uses) that are desired.

The starting points for land use planning in West Las Vegas are:

- the Future Land Use Plan of the City's existing General Plan (see Appendix, Map AP-A)
- the City's Downtown Development Plan for that portion of the Redevelopment Area which is in the West Las Vegas neighborhood (see Appendix, Map AP-A)

Land Use is the central element of the West Las Vegas Plan. It is closely related to all other Plan Elements as outlined below:

- The Housing Element is treated separately from Land Use, even though housing is a type of land use, due to its extreme importance and complexity. The relationship of housing to employment centers, schools and recreation facilities is a prime land use consideration
- The Community Facilities Element examines the number and location of parks, schools, churches, libraries, and other public/semi-public buildings and facilities which are required to serve the residents of the neighborhood
- The Circulation Element is closely related to land use, as the circulation systems (streets, roads and sidewalks/bikepaths) serve as links between residential, commercial, industrial land uses, and between community facilities such as parks and schools
- The Business Activity Element addresses the financial, educational, and promotional issues which are necessary to strengthen commercial and light industrial land uses in West Las Vegas
- The Urban Design/Visual Image Element is concerned with the physical design of the neighborhood. This includes land use relationships and transitions, landscape elements, streetscape elements, and circulation and infrastructure systems. Urban design is also concerned with the visual image of the neighborhood as it relates to the physical appearance and quality of buildings, yards and streets



### Existing Conditions

### Existing Land Use Patterns

The relative amounts (by land area) of the various existing land uses in West Las Vegas are shown in Map LU-A, Existing Generalized Land Use, and Figure LU-1: Existing Land Uses by Percentage.

#### FIGURE LU-1:

Existing Land Uses by Percentage

**Vacant land**, surprisingly, is the largest land use category in West Las Vegas, comprising 31.99 percent of the total land area. Of this, 5.41% is in County 'islands' (which are typically annexed into the City as development occurs and City services and utilities are desired). The north-central/northwest section of West Las Vegas contains large land parcels which have never been developed (see Map LU-A, major vacant land parcels A through D). There are also many smaller vacant land parcels throughout West Las Vegas, including many vacant individual lots, particularly in the southeast area, on which former buildings have been demolished.

**Single family residential**, consisting of detached homes on individual lots, form the second largest land use category, at 27.63 percent. Large lot subdivisions are in the south central area, with smaller lot subdivisions in the southwest and eastern sections of the neighborhood. Mul-

tiple family residential uses (duplexes, triplexes, fourplexes, apartments, condominiums, and townhouses) account for less than half the land area of the single family category, with 10.79 percent, and are located throughout the West Las Vegas area. However, in terms of the total number of housing units, West Las Vegas has 60 percent of its housing units in the multiple dwelling category, as compared to only 46 percent in this category for both the City of Las Vegas and Clark County.

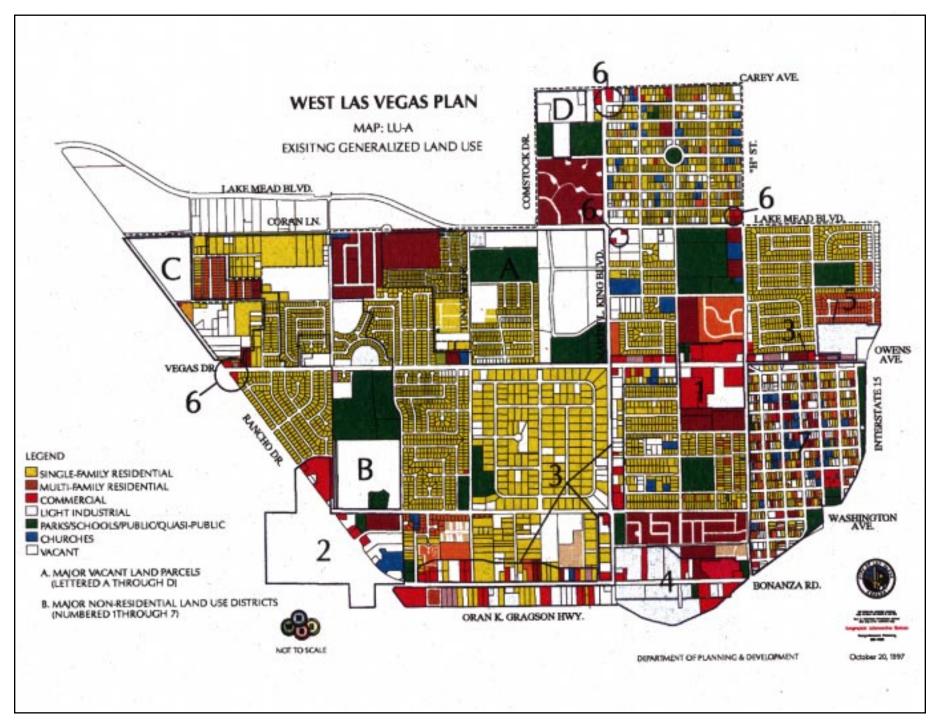
**Right-of-way** for roads and streets is the third largest land use with 18.45 percent.

Community facilities and public utilities (parks, schools, churches, libraries, fraternal organizations, and utility substations and offices) make up 6.64 percent. These facilities are further discussed in the Community Facilities Element

Commercial land uses account for 3.46 percent of the area while light industrial land uses, at 1.03 percent, comprise the smallest land use category. Map LU-A notes the patterns of commercial and light industrial land uses that are emerging in West Las Vegas. The numbered districts delineate these commercial and light industrial areas:

- 22 acre commercial "Town Center" and adjacent Nucleus Plaza (public/private sponsored projects)
- 2. Service commercial district
- 3. Emerging strip commercial districts (4 locations)
- 4. Emerging commercial/light industrial district
- 5. Light industrial district (bus company)
- 6. Local (convenience) shopping centers (4 locations)
- 7. The "Old Westside" original townsite area, formerly a single family residential neighborhood, is now a mixed use district with scattered commercial and multifamily uses throughout.





Commercial facilities are typically divided into three principal categories: neighborhood scale, community scale, and regional scale:

- Neighborhood scale commercial facilities provide convenience goods and personal services to meet the daily needs of an immediate neighborhood area. Neighborhood scale (convenience) centers are developing in West Las Vegas in four locations (Map LU-A, category #6) and strip commercial is developing in four locations (Map LU-A, category #3)
- Community scale commercial facilities offer a greater depth and range of goods and services to serve the needs of several or more neighborhoods. Community scale shopping centers are developing along Owens Avenue between H and J Streets (Map LU-A, category #1) and along Rancho Road from north of Washington Avenue to south of Bonanza Road (Map LU-A, category #2)
- Regional scale commercial facilities provide a full range of goods and personal services for a market which spans the metropolitan Las Vegas area. Regional scale commercial facilities have developed in the form of commercial and light industrial uses along the Bonanza Road corridor (Map LU-A, category #4) where there is easy access to the regional freeway system at both Rancho Road and at D Street

Also, the potential exists in the large, still vacant land Parcel A (Map LU-A, Land Use Existing Conditions Section) for regional and/or community scale commercial facilities (including clean, low intensity assembling, warehousing and research facilities) in the form of business/office parks.

Initial concepts for commercial development and redevelopment at the neighborhood and/or community scale which are now being pursued by City staff and City Council in West Las Vegas include (see Map UD-C in the following Urban Design/Visual Image Element):

- The assemblage of 22 acres of land on the south side of Owens Avenue, between H and J Streets, for development of the "Town Center" (as proposed in the Downtown Development Plan), and the selection of a developer to construct the "Town Center", with a Vons supermarket as the first phase, is now underway
- Redevelopment and expansion of the adjacent Nucleus Plaza site on the north side of Owens Avenue has been completed
- Revitalization of Jackson Avenue between B and H Streets as a commercial/entertainment district<sup>1</sup>



Groundbreaking for Magic's Westland Mall began with demolition of the previous City of Las Vegas Business Center

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<sup>&</sup>lt;sup>1</sup> Jackson Street east of the "Town Center" was, in the 1950's and the 1960's, a vital and successful entertainment district where famous African American entertainers performed, and hotels , restaurants, and nightclubs flourished. In conjunction with other West Las Vegas activities, there is potential for the reestablishment of Jackson Street as a commercial/entertainment district to serve both the local market and the African Americans visiting Las Vegas.



The historic Moulin Rouge hotel & casino

• Rebuilding and expansion of the City of Las Vegas Business Center (small business incubator facility)<sup>2</sup>, on a new site at the northwest corner of I-15 and D Street; expansion will allow the use of this facility for other public, quasi-public and non-profit groups, such as but not limited to Nevada Business services (NBS) and the Equal Opportunity Board (EOB)

### Land Use Policy

A basic land use concern in West Las Vegas is the past practice of granting a large number of land use **variances**. Land Use variances are changes in land use granted by the Board of Zoning Adjustment (BZA) based on "hardships" or "practical difficulties" of land parcels, rather than through the rezoning process of the Planning Commission based on compatibility with the Land Use Plan. Staff research indicates that, for the "Old Westside" neighborhood **alone** (District 7 on Map LU-A), there were 74 variances granted between 1951 and 1992, only one of which was based on a legal definition of a hardship. This trend has decreased in more recent years. Another concern raised by the WLVNAB and staff field investigation is the common, illegal, practice of automotive repairs and storage of inoperative vehicles, on lots and in the street, in residential areas (see Map AP-D in Appendix Section).

### Gaming Enterprise District

Gaming in the City of Las Vegas is allowed only in areas specifically designated on the Gaming Enterprise District Map, adopted on December 4,1991 (see Appendix, Map AP-B). In West Las Vegas, the areas which permit gaming are:

- all frontage parcels on the west side of Martin Luther King Boulevard between Owens Avenue and Lake Mead Boulevard
- all frontage parcels on the north side of Bonanza Road between Martin Luther King Boulevard and H Street
- all parcels in the area bounded by Bonanza Road, Interstate 15, Oran K. Gragson Highway, and Rancho Road

The only existing casinos in West Las Vegas currently are the Moulin Rouge (a designated historic landmark which is presently seeking City redevelopment assistance), located on the north side of Bonanza Avenue in a designated gaming area, and the Town Tavern at Jackson Street and F Street, a "grandfathered" use (not on the Gaming District Enterprise Map).

<sup>&</sup>lt;sup>2</sup> Presently located on the 22 acre site, and largely destroyed by the civil unrest of April, 1992. An incubator provides a starting place, with supporting facilities, for small businesses, which, as they become established and need to expand, can move to their own permanent facilities.



# LAND USE GOAL, OBJECTIVE AND RECOMMENDATIONS

Goal: Implement a West Las Vegas Future Land Use Plan which provides a balanced mix of land uses and community facilities and a coordinated circulation system to meet the needs and desires of neighborhood residents.

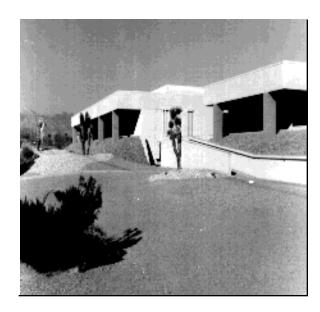
#### Objective 1: Maintain and improve property values throughout West Las Vegas.

Residents have expressed concern that West Las Vegas land values have not appreciated (or even maintained parity) as they have in other areas throughout the Las Vegas Valley. Two basic factors which affect property values are 1), the compatibility of land uses, and 2), the physical condition and appearance of neighborhoods.

- 1. The West Las Vegas Future Land Use Plan has been established to assure the compatibility of all land uses and should be followed as a guide for future growth and development. As noted above, the past practice of granting land use variances, rather than changing land uses through the rezoning process, has decreased in recent years. "Spot" rezoning of an individual lot, or several lots, to commercial uses or higher density uses which are not compatible with adjacent uses, and which are not in conformance with the future land use plan, should not be allowed.
- 2. The visual image of the West Las Vegas area varies from neat and well maintained neighborhoods, to neighborhoods with extreme clutter and disarray (abandoned cars, buildings with code violations, and lots and yards with scattered trash and debris).<sup>3</sup>

#### Recommendations:

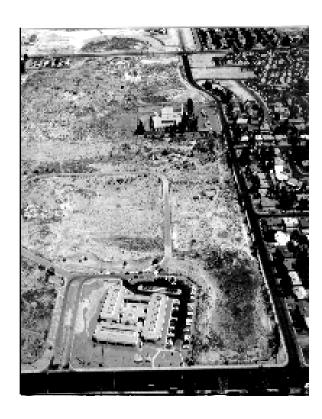
1. Do not allow rezonings for land uses other than those designated on the West Las Vegas Proposed Future Land Use Plan unless there is adequate justification to amend the Land Use Plan



First phase of business park with potential for expansion; around view



<sup>&</sup>lt;sup>3</sup> See Appendix, Maps A-C, A-D, and A-E, Neighborhood Conditions Survey, which depict patterns of Physical Defects, Abandoned Vehicles, and Unmaintained Yards.



First phase of business park with potential for expansion; aerial view of site

- Improve the physical appearance of all residential neighborhoods which have suffered neglect or deterioration (refer to the Housing Element, Objective 3, for recommendations on implementing the West Las Vegas Neighborhood Advisory Board's "Adopt-Your-Block" Program for an organized resident clean-up and beautification effort coordinated with uniform code enforcement).
- 3. Establish, with West Las Vegas businesses, a similar Adopt-Your-Block program to preserve and maintain property values of commercial districts throughout the West Las Vegas area.

## Objective 2: Develop a commercial/light industrial land use strategy for West Las Vegas.

This objective evolved from two interrelated needs which have been identified for the West Las Vegas community:

- Economic development and jobs have been identified as the most important issues in West Las Vegas.
- 2. Residents have indicated they find it necessary to go out of the West Las Vegas neighborhood to purchase most of the commercial goods and/or services they need or desire. There is a lack of adequate commercial facilities throughout West Las Vegas.

Another concern which is reflected in this objective is the correction of past planning or zoning of incompatible adjacent land uses such as the designation of light industry for a bus station directly adjacent to a residential area.

As noted in the above Existing Conditions Section, commercial land use in West Las Vegas is divided into three general categories: neighborhood scale, community scale, and regional scale.

- With neighborhood and community scale commercial development in West Las Vegas, it is
  important that a proper balance of residential land uses and densities be maintained, with
  the respective amount and location of commercial facilities which are required to serve
  them. This is necessary to preclude the designation of excessive amounts of commercial
  land uses which would be competitively harmful to the successful development of commercial facilities in other areas of West Las Vegas
- With regional scale commercial (and light industrial) development, the West Las Vegas area
  is competing with the entire metropolitan area. As noted in the Introduction Section, West
  Las Vegas is centrally and conveniently located within the metropolitan market area,



with easy access to the regional freeway system. This is a major asset, which has not, in the past, been adequately capitalized upon, and which could provide a significant number of jobs for West Las Vegas residents

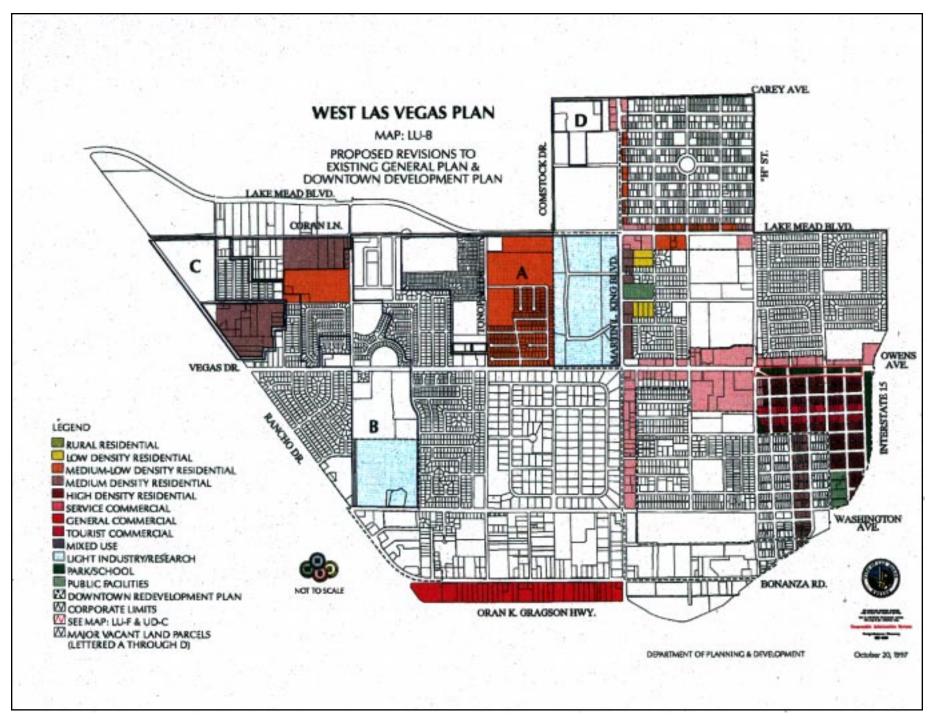
A commercial/light industrial strategy needs to be developed for the entire West Las Vegas area which can realistically be supported by existing and potential market conditions.

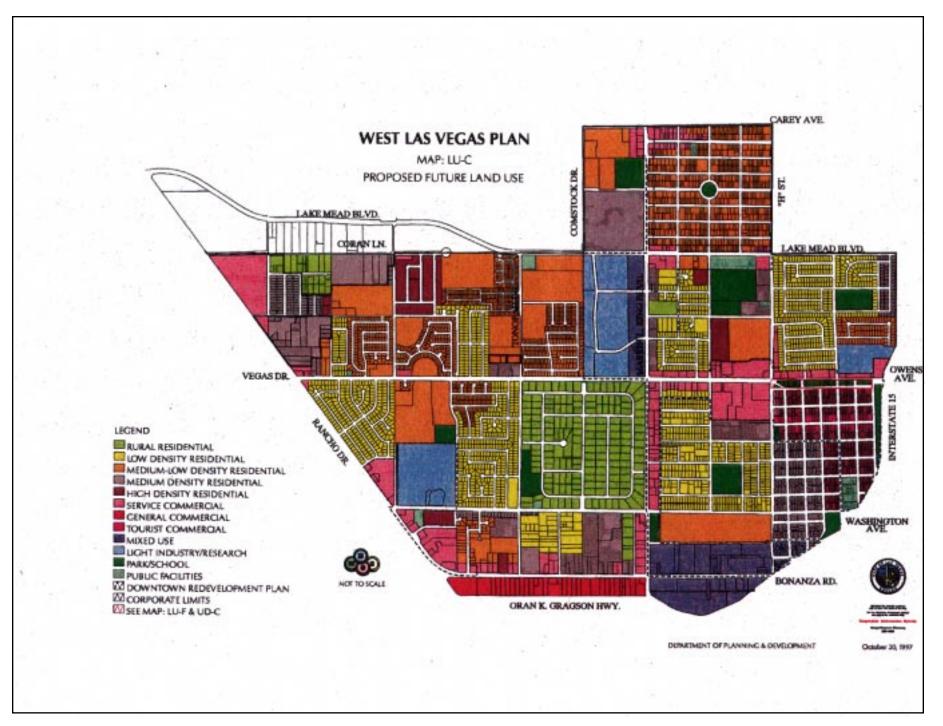
### Recommendations:

[Note:

- Map LU-B was prepared to show only the proposed revisions to the existing General Plan and the existing Downtown Development Plan (the portion of the Downtown Development Plan which overlays West Las Vegas is noted by a heavy dot pattern
- Map LU-C is the Proposed Future Land Use Map for West Las Vegas, including the proposed revised Downtown Development Plan for the portion of the Plan which is in West Las Vegas]
- Long Range Commercial Land Use Actions: With the input of the Department of Economic and Urban Development, develop an overall West Las Vegas commercial/light industrial land use strategy which includes neighborhood, community, and regional scale development.
- 2. Immediate neighborhood scale and/or community scale commercial land use actions.
  - A. On the Downtown Development Map (see Map AP-A, Appendix Section):
    - revise the "Light Industrial" designation on the parcel south of Owens Avenue, between H and J Streets, to "Service Commercial", as part of the West Las Vegas "Town Center"
    - designate the east side of H Street between Jackson Avenue and Owens Avenue as "service commercial" for compatibility with facing uses
    - designate Jackson Street, between H Street and B Street as "Tourist Commercial."
       See following recommendations under Objective 5: Gaming Designations
    - revise the "region-serving support businesses" designation along the east side of Martin Luther King Blvd. from Owens Avenue to Lake Mead Blvd. to "medium density residential" and (at Martin Luther King and Doolittle Street) to "Public Facilities"
  - B. Support the development of the 22 acre retail commercial "Town Center" on the south side of Owens Avenue, between H and J Streets and the redevelopment and expansion of the adjacent Nucleus Plaza site. Support the revitalization of Jackson Avenue between B and H Streets as a commercial/entertainment district.







- 3. Immediate regional scale commercial land use actions:
  - A. Designate the eastern half of the 160 acre variable-designation area of Vacant Parcel [A] (excluding that in the Downtown Redevelopment Area along the Martin Luther King Boulevard frontage) as light industrial, which will allow, among other uses, the development of a light industrial/mixed use business park such as the City's Spectrum Center, located on Charleston Boulevard, between Pecos road and Mojave Road. This light industrial designation is compatible with the mixed-use commercial land use designated on the Downtown Development Plan along the Martin Luther King Boulevard frontage.
  - B. Designate the south side of Bonanza Road from Rancho Road to Martin Luther King Boulevard, as general commercial.
  - C. Designate the 40 acre parcel on the north side of Washington Avenue between Rancho Drive and Robin Street as light industrial to allow the development of a light industry/mixed use business park.
  - D. Designate the south side of Holly between Holly and Vegas, and east of Rancho as Planned Community Development (PCD). This use could allow a mix of office, retail and residential with the adoption of a Master Plan for the area. The intent of the master plan would be to develop a project which would improve upon the aesthetics and livability of the area.

# Objective 3: Incorporate minor refinements to the Downtown Development Map to reflect land use changes since the Map was adopted, and to reduce the categories of similar service commercial designations.

There are some land use categories on the Downtown Development Plan Map which can be changed to "service commercial" to simplify the implementation process.

### Recommendations:

- Revise the designations of each of the following districts to "service commercial:"
  - ° the "region-serving support businesses" designation along Martin Luther King Blvd. from Washington Avenue to Owens Avenue
  - ° the "neighborhood corridor" designation on Owens Avenue between Martin Luther King Blvd. and J Street, and between H Street and Interstate 15
  - \* the "residential serving service commercial" at the intersection of Lake Mead Blvd. and Martin Luther King Blvd., and the intersection of Lake Mead Blvd. and H Street

# Objective 4: Develop a planning and development strategy for the "Old Westside" mixed use neighborhood.

As noted above, the "Old Westside" neighborhood, which was originally a single family residential neighborhood, is now a mix of land uses: single family, multifamily and commercial. It has a high percentage of vacant lots, and, as noted in Issue no. 1 above, the image of many sections of this neighborhood suffers from cluttered yards, abandoned cars, and buildings with structural defects and code violations.

However, this neighborhood also has some unique attributes and development potential. The scale and texture (block and building size, building height and setbacks, etc.) of this area are ideal for infill development to create a pleasant and functional pedestrian-oriented neighborhood, based on the neotraditional<sup>4</sup> planning concept that has had creative applications, country-wide, in recent years. The specific positive attributes of this neighborhood which are present include:

<sup>&</sup>lt;sup>4</sup> "Neo-traditional" refers to subdivision planning concepts of the early 1900s, up through the 1940s, based on grid street patterns and less stratified, more pedestrian oriented neighborhoods, rather than the current trend of a limited number of collector streets between subdivisions. Other design criteria included the location and distribution of commercial facilities in a pattern and scale that made it possible to have a more pedestrian oriented neighborhhod, with residents not solely or primarily dependent on the automobile.



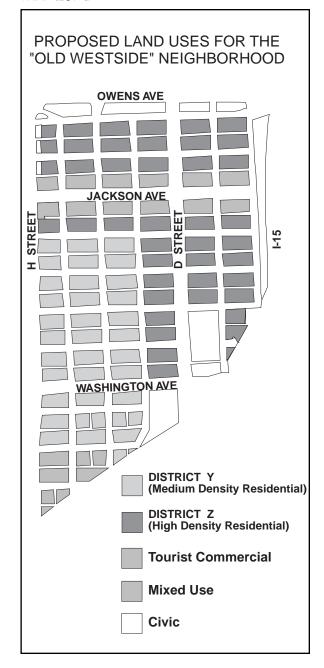
- the small scale (approximately 300 foot block lengths), and uniform size blocks
- the uniform grid street system
- the functional alley system in place throughout the neighborhood
- the uniform building size (relatively small scale, generally one to three stories)
- the many scattered vacant lots, and some entirely vacant block faces
- its proximity to the 22 acre commercial site and adjacent Nucleus Plaza site, in process of development as the 'Town Center' of West Las Vegas (Issue 2 above)

The present guidelines for development in the Old Westside neighborhood (see Map AP-A in Appendix Section) are the General Plan (medium and high density residential land uses), and the Downtown Development Plan ('neighborhood infill' category which allows high density residential, general and tourist commercial, and public facilities land uses). The objective is to maintain the same types of land uses as presently planned, but reconfigure them in a more organized form.

### Recommendations:

- 1. Establish the following future residential land use patterns (as depicted on map LU- D):
  - District "Y": medium density residential
  - District "Z": high density residential

### MAP LU-D



This will require the following revisions to:

- The General Plan: Revise the land use designation from high density residential to medium density residential on the area from McWilliams to Monroe between E and F streets
- The Downtown Development Plan: Change the area from Washington Avenue to Harrison Avenue, between B and D streets, and the area from Monroe Avenue to Harrison Avenue, between D and H streets, from "Neighborhood Infill" to "High Density Residential" except for tourist commercial on Jackson Avenue and service commercial on the east side of H Street
- 2. Implement the neo-traditional planning concepts, which stresses: pedestrian-oriented, tree lined, grid-streets; pedestrian scale buildings; on-street parking; and the continued use of the functional alley system

### Objective 5: Reexamine the gaming designations<sup>5</sup> for West Las Vegas

[see Gaming Enterprise District Map AP-B in the Appendix Section]

The key concern is to allow and encourage new gaming development which can realistically compete and survive with the competition of the existing critical mass of entertainment/gaming in the nearby Downtown Las Vegas core area. Gaming is being considered in three locations:

- As outlined in Objective 2 above, the City has a goal to reestablish Jackson Avenue as a commercial (gaming)/entertainment center
- The historic Moulin Rouge Hotel/Casino, located along the Bonanza Road Gaming Enterprise District is undergoing renovation. However, with the many adjacent existing heavy commercial/light industrial land uses along Bonanza Road the potential, at this time, for expansion of gaming/entertainment facilities is not great
- Gaming is also proposed, along the Martin Luther King Boulevard Gaming Enterprise District, but the church at the northeast corner of Martin Luther King Boulevard and Doolittle Avenue would preclude the sale of liquor within 1500 feet north and south, which might affect the viability of a casino at this location.



 $<sup>^{\</sup>rm 5}$  Note Map AP-B, Gaming Enterprise Districts, in the Appendix Section.

### Recommendations:

- Reexamine the City of Las Vegas Gaming Enterprise District Map to determine priority areas which can most reasonably be expected to be viable and successful within the Citywide context of the gaming industry.
- 2. Amend Gaming Enterprise District Map to include Jackson Avenue between B and H Streets.

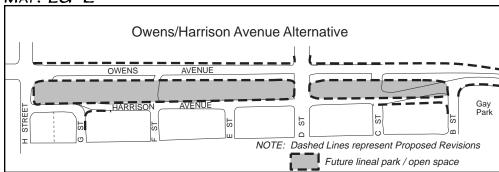
### Objective 6: Develop land use and circulation alternatives for the Owens Avenue/ Harrison Avenue one-way pair

The Owens Avenue/Harrison Avenue pair of one-way streets from B to H Street, and the single family residential uses between these streets, are incompatible. These single family homes on relatively shallow lots, located between two high-traffic major arterials, are incompatible both from a safety standpoint and from a comfort and privacy standpoint.

### Recommendations:

- In conjunction with the Regional Transportation Commission, eliminate the Owens Avenue/ Harrison Avenue one-way pair. Return Owens Avenue to a two-way major arterial (widen to the dimensions of Owens Avenue west of H Street), and Harrison Avenue to a two-way neighborhood street (see Map LU-E). Only B and D Streets will continue north beyond Harrison Avenue to Owens Avenue.
- 2. Develop a program to move the existing residences to adjoining vacant lots in the immediate vicinity as a part of the neighborhood infill phase of the Adopt-Your-Block program referenced earlier.
- 3. Retain the (narrowed) land parcels between Owens and Harrison Avenues as a lineal park/open space amenity and buffer to the Old Westside neighborhood.

### MAP: LU-E





... A commercial/light industrial strategy needs to be developed for the entire West Las Vegas area which can realistically be supported by existing and potential market conditions ...

# Objective 7: Eliminate the variable land use designations of the General Plan in West Las Vegas

The General Plan Future Land Use Map (Map AP-A, Appendix Section) indicates variable land use options (diagonal bands of two colors representing the two options) on three of the large vacant land parcels identified on Map LU-A, Land Use existing Conditions Section.

- Parcel A\*: The present General Plan indicates a mix, of unspecified proportions, of service commercial and medium-low density residential uses for the 160 acre parcel located between Owens Avenue and Lake Mead Boulevard, west of Martin Luther King Boulevard. It was recommended in Issue 2 above, that light industrial land use be designated for the eastern portion of this 160 acre mixed-designation area
- Parcel B\*: The present General Plan indicates a mix, of unspecified proportions, of medium-low and medium density residential uses for the northeast section of Parcel B. The proposed land use to the north of this area, in the City of North Las Vegas, is light industrial
- Parcel C\*: The present General Plan indicates a mix, of unspecified proportions, of service commercial and medium density residential uses for the southern section of Parcel C. Substantial areas of commercial land uses are planned for the west side of Rancho Road from Vegas Drive north to Decatur Boulevard, and, in North Las Vegas, for the east side of Rancho Road north of Coran Lane

These variable designations were the best forecast of future needs at the time. However, additional staff analysis resulted in the following recommendations for more specific land use designations.

### Recommendations:

- 1. Parcel [A]: Designate the western half of this 160 acre parcel as medium-low residential.
- 2. Parcel [B]: Designate the northern half of the mixed-designation area as medium density residential, and the southern half as medium-low density residential.
- 3. Parcel [C]: Designate the mixed-designation portion of this parcel as medium density residential.



<sup>\*</sup> See MAP AP-A in the Appendix Section.

# HOUSING ELEMENT

All many and a second s

Well maintained neighborhood homes southeast corner of H. Street and Adams

A majority of the developed land in West Las Vegas is devoted to residential land uses (78 percent) and like many areas of the Las Vegas Valley, a variety of housing types and price ranges are available. A majority of the housing stock was built prior to 1960 although there are three new single family subdivisions and one new townhouse development now under construction. This section looks at the various residential districts in West Las Vegas, gives an overview of the current housing stock, and evaluates the property maintenance in the community.

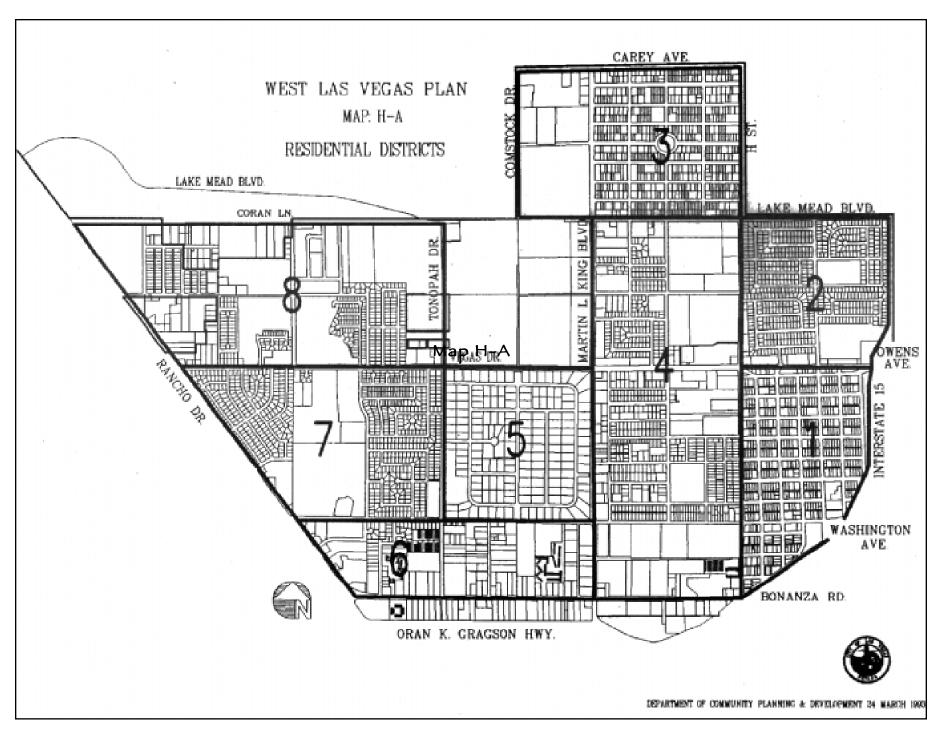
### Existing Conditions

## Residential Districts

The West Las Vegas Neighborhood Plan area consists of various residential districts or neighborhoods each with their particular identity. Map H-A outlines each of these districts.

- 1. The oldest district is the "Old Westside" which includes part of the original McWilliams townsite and has housing units dating from the early 1900's through the 1950's. Most of the single family units are a bungalow style, approximately 600 1000 sq. ft., and on average have two or three bedrooms and one bath. On some lots there are accessory units in addition to the primary residential structures. Scattered throughout this district are multifamily units: duplexes, triplexes, fourplexes, and small apartment buildings (ten units and under).
- 2. Four subdivisions, which date back to the 1950's and 1960's, comprise this district: Sunset Manor, Berkeley Square, Kasper Park, and Cadillac Arms. The entire district, except for Cadillac Arms, consists of single family homes in a style typical of other subdivisions built in Las Vegas during this period. Generally the units are between 1000 1600 sq. ft. and have three and four bedrooms with one to one and three quarter baths. Cadillac Arms, a duplex development, was built in 1954 and the units generally range from 800 900 square feet.
- 3. Vegas Heights was originally subdivided in 1929 before it was annexed by North Las Vegas and later Las Vegas. The single family stock was built between the 1930's and the 1980's with the majority built in the 50's, 60's, and 70's. Houses built in the earlier years tend to be smaller (500 1000 sq. ft.) while those built later range from 1100 1400 sq.ft. This district is predominantly single family but does have a few scattered duplexes, triplexes, fourplexes and one small trailer park. The entire subdivision was rezoned to R-2 (two family) in 1965.





- 4. A number of small subdivisions which were built from the 1950's to the 1980's and eight of the eleven City of Las Vegas Housing Authority multi-family projects in West Las Vegas make up this district. The single family homes are, on average, 1000 2000 sq. ft. with the majority in the 1200 1600 sq.ft. range. Again the style is typical of houses built throughout Las Vegas during this same timeframe and generally have three to four bedrooms with one to two baths.
- 5. Bonanza Village, subdivided in the 1940's, consists of one-half to three-quarter acre lots with custom and semi-custom homes. The houses are typically ranch style and generally range in size from 1500 4000 sq. ft. Most houses were constructed from the late 1940's to the late 1970's although there are some homes constructed in the 1980's and 1990's.
- 6. This district contains plexes, apartments, townhomes, condominiums, and a wide variety of custom houses built on lots of various configurations. The southern and eastern edges of this district have begun to transition to commercial uses. Most of the single family homes were constructed in the 1940's, 1950's and 1960's and are generally small (600 1200 sq. ft.). There is also a new subdivision of townhomes being constructed.
- 7. Three older subdivisions, Normandy Estates, Twin Lakes, Units 5 and 6, and one new subdivision, Rancho Classic, make up this district. The center third of the district remains vacant. The older subdivisions were built between 1955 and 1963 and the houses are typical of what was built in Las Vegas at this time. The homes are three and four bedrooms with one and a half to two baths and generally 1200 2000 square feet. The new homes being built are typical of what is currently being built in Las Vegas in the 900 1400 square foot range.

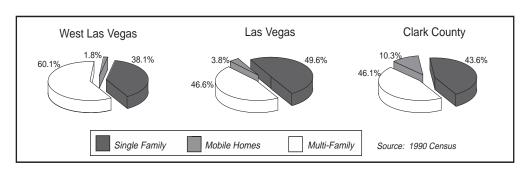
8. This district consists of a few older subdivisions built in the 1950's and 1960's, duplexes, one large and two small apartment complexes, and two new subdivisions. The center and eastern areas of this district remain vacant (approximately 50 percent of the total area). There are also county islands within this district which have large lots with older homes dating back to the 1950's and still zoned for horses. The older subdivisions have homes in the 1200 - 1900 square feet range and are again typical of what was built in Las Vegas at the time. The northwest section of this district contains a substantial number of equestrian homesites.

## Housing Units

West Las Vegas is predominantly a multi-family residential community. Of the 6036 housing units in this area 2297 are single family units, 3627 are multi-family units, and 112 are mobile homes or trailers. Compared to the City and the County figures, West Las Vegas has a much higher percentage of multi-family units (see Figure H-1).

# Figure H-1:

### Housing Units: Single-Family & Multi-Family



The majority of the multi-family units in West Las Vegas are concentrated in census tracts 3.02 and 34.01, block group 6. As shown in Figure H-2, census tracts 2.01, 3.01, and 35 compare more closely to Las Vegas and Clark County in the percentage of multi-family units.



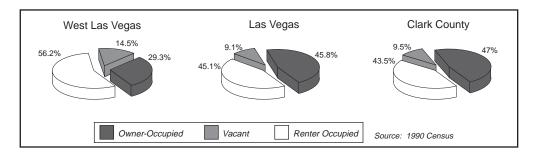
Multi-family housing includes rooming houses, plexes, apartments, townhouses, and condominiums. There are 39 apartment complexes (five units or more) which make up approximately 35.65 percent of all multi-family units in West Las Vegas (this does not include Las Vegas Housing Authority properties). Plexes make up approximately 19.32 percent of the total multi-family units, condominium and townhouses 9.21 percent, and rooming houses 1.6 percent.

West Las Vegas' vacancy rate of 14.5 percent is much higher than the 9 percent vacancy rate for the City. This is not unusual since the population in West Las Vegas has decreased by 1.44 percent since 1970, as noted in the Socio-Economic Characteristics section, and the number of housing units has increased by 27.13 percent for that same period.

West Las Vegas also has a predominance of renter occupied units; 56.2 percent of all housing units are renter occupied, considerably higher than the 45.1 percent in Las Vegas. Figure H-3 compares the owner and renter occupied percentages in West Las Vegas with the City of Las Vegas and Clark County.

Figure H-3:

### Housing Units: Owner & Renter Occupancy



The highest incidence of renter occupied units is found in the same census tracts with the highest percentage of multi-family units: 3.02 and 34.01, block group 6. However, census tracts 2.01, 3.01, and 35 are still approximately 10 percent higher than the City and the County in percentage of renter occupied units.

Figure H-2:

Housing Units: Single-Family & Multi-Family by Census Tract

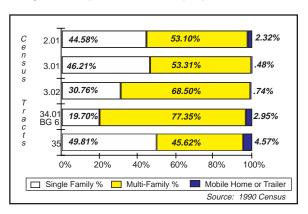
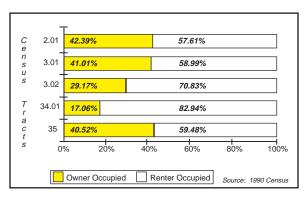


Figure H-4:

Percentage of Owner Occupied & Renter Occupied Housing Units in West Las Vegas Census Tracts



Children cycling in Gerson Park neighborhood

# Las Vegas Housing Authority

Forty-eight percent of all conventional public housing in the City of Las Vegas is located in West Las Vegas. Administered by the Housing Authority of the City of Las Vegas, public housing is an attempt to provide safe, decent, and sanitary housing to low income families and elderly individuals. Tenants must pay rent based on the greater of 10 percent of their gross monthly income or 30 percent of their adjusted monthly income. Operational expenses for public housing which is not covered by rental payments comes from subsidies provided by the Department of Housing and Urban Development.

There are a total of eleven Housing Authority developments in West Las Vegas (see Map H-B) which is 34.22 percent of all multi-family units in the Plan area. Eight of these developments are located in census tract 3.02; 61.8 percent of all the public housing units in West Las Vegas. Family units makeup 78 percent of the Housing Authority units while senior housing is 14 % of the total and 8 percent are Section 8/Mod Rehab units. Figure H-5 lists each development by category and the number of units in each.

Figure H-5:

Las Vegas Housing Authority Developments in West Las Vegas

Family Housing		No. of Units	
Evergreen Arms		56	
Herbert Gerson Park		300	
Marble Manor		235	
Marble Manor Annex		20	
Sherman Gardens		80	
Sherman Gardens Annex		160	
Villa Capri		60	
Westwood Park		<u>56</u>	
	Subtotal	967	
Senior Housing			
Aida Brents		24	
Levy Gardens		<u>150</u>	
	Subtotal	174	
Section 8/Mod Rehab Housing			
Madison Terrace		100	
Total Housing Authority Units		1,241	



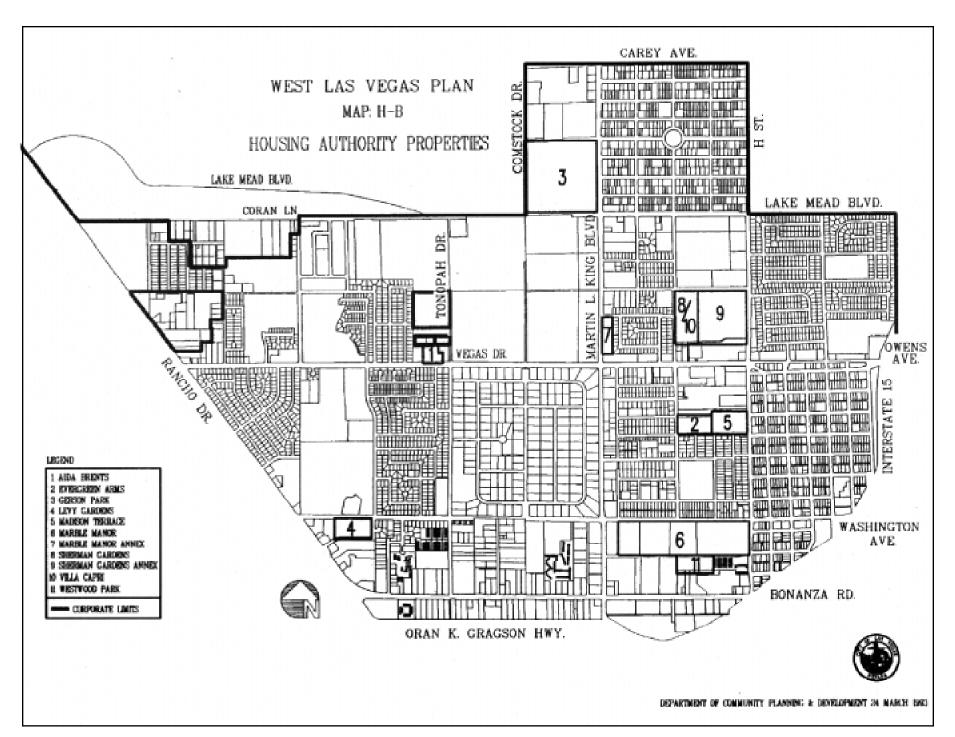


Figure H-6:

### Length of Time in Residence

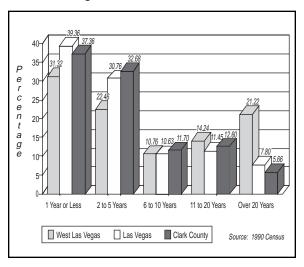


Figure H-7:

Purchase Price

Purchase Price of Homes Sold in West Las Vegas, 1990-1992

Residential Subdivision District*		Range of Purchase Prices From To		Average Purchase Price
Old Westside	1	\$9,000	\$24,170	\$15,500
Berkley Square	2	\$31,000	\$50,000	\$41,000
Kasper Park	2	\$22,000	\$50,000	\$35,100
Vegas Heights	3	\$6,800	\$56,000	\$32,000
Highland Square	4	\$31,000	\$65,000	\$47,200
Monroe Manor	4	\$52,410	\$66,000	\$60,100
Bonanza Village	5	\$54,900	\$180,000	\$98,000
Normandy Estates	6	\$21,000	\$83,580	\$60,000
Twin Lakes, Unit 5	6	\$50,000	\$100,000	\$71,800
Sierra Nevada	7	\$46,000	\$67,730	\$56,100

<sup>\*</sup> Reference Map H-A

According to the Housing Authority, there are no new planned developments for the Plan area but several of the properties are planned for major renovation over the next five years. The Housing Authority received a \$5,355,000 grant to modernize 380 units of which a portion will be devoted to Herbert Gerson Park and Marble Manor. Additionally, the Housing Authority will also be receiving approximately \$5 million each year for the next five years to further modernize it's existing units. The Housing Authority has also received \$16 million for major reconstruction of obsolete public housing a portion of which will be used on Herbert Gerson Park.

Public housing has great economic and social impacts on West Las Vegas. These impacts are reflected in the high unemployment rate; 16.9 percent for all of West Las Vegas and 25.7 percent for census tract 3.02: the census tract with the greatest number of public housing projects. It is also reflected in the percentage of persons below the poverty level. For all persons in West Las Vegas, 38.6 percent live below poverty, and in census tract 3.02, 52.5 percent are below poverty level. For female heads of households it is much greater; 73.5 percent in census tract 3.02 are below poverty level.

Previous City policies located this great number of public housing developments in a small geographic area and this neighborhood has had to deal with the implications ever since. There is not another area of the City which has such a saturation of public housing.

# Housing Tenure

The length of time residents have lived in their homes is often used as an indicator of the stability of a neighborhood. In this regard, according to the 1990 Census, West Las Vegas has a more stable population than the City and the County; 46.22 percent of the West Las Vegas households have lived in their residence for more than five years. This is considerably more than in Las Vegas (29.88 percent) and Clark County (29.96 percent). Figure H-6 makes the comparisons.

# Housing Affordability

West Las Vegas provides some of the least expensive and "more affordable" housing available in the City. Median monthly rents in the Plan area range from \$216 to \$380 in the five census tracts which are considerably lower than the median monthly rent of \$490 in the City of Las Vegas and \$519 in Clark County. Single family home purchase prices in West Las Vegas are also among the lowest in the Las Vegas Valley. In 1990, the median price of a resale home in the City of Las Vegas was \$95,000. Figure H-7 outlines the range of purchase prices and the average selling price for homes sold between January 1990 and December 1992 in several of the residential districts in West Las Vegas.



# Property Maintenance

An important gauge of a neighborhood's overall health and stability is the quality of its housing stock and the degree of property maintenance. In West Las Vegas, there are many areas of individual, well-maintained housing units with very well-kept yards; however, many residential lots have no landscaping, and some yards, curbside areas, and alleys contain abandoned vehicles, trash and discarded furniture. Some areas have very severe problems with property maintenance and these are typically the areas with the lowest property values.

Planning Staff completed a visual survey of physical conditions in the Plan area and the results are found in Map AP-C, Physical Defects (exterior defects on property such as chipped paint, broken fence, missing shingles, etc.), Map AP-D, Unmaintained Yards, and Map AP-E, Abandoned Vehicles, in the Appendix. In addition, there are areas with numerous vacant lots which are the result of the demolition of older, substandard, houses over the past 20 years. In particular, the Old Westside neighborhood has 135 vacant lots and Vegas Heights, 117 vacant lots. Trash and weeds are regularly found on many of these lots and they are often havens for transients.

Complicating this problem further has been a lack of aggressive enforcement by the City in the abatement of code violations. The City's Code Enforcement Division does have a rigorous "Dangerous Structures Abatement Program" in which dilapidated buildings, and those that have become shelter for crime and gang activity, are either being restored to usefulness or demolished. Because the code enforcement process is complaint driven, many of the nuisance type violations have not been pursued.

The West Las Vegas Neighborhood Advisory Board has organized an Adopt-Your-Block program to address the problems of poor property maintenance. It is a three-phased program and will be incrementally implemented in various targeted neighborhoods. Beginning with the Old Westside neighborhood.

The program consists of:

- Phase 1 Clean-up
- Phase 2 Paint-up / Rehabilitation of residential structures
- Phase 3 Infill development/redevelopment

This program is actively involving the residents of the various neighborhoods in order to develop a sense of personal responsibility for the area in which they live. The ultimate goal is to promote clean neighborhoods, encourage block friendliness, and instill neighborhood pride. The City's Code Enforcement Division is working closely with the West Las Vegas Neighborhood Advisory Board to develop procedures for the filing of complaints in the targeted areas.



West Las Vegas "Adopt Your Block" program sign





City staff working with residents and volunteers



Investing time for the Adopt-Your-Block Clean-up program

# HOUSING GOAL, OBJECTIVES, AND RECOMMENDATIONS

Goal: Preserve and improve the quality of the existing housing stock, improve residential property values, increase homeownership opportunities, and provide a full range of housing types and price ranges.

### Objective 1: Increase Home Ownership

Fifty-six percent of the occupied housing units in the Plan area are renter occupied, compared to 45 percent in the City. Certain areas have a considerably higher incidence of renter occupied units: census tract 3.01 - 73%, census tract 3.02 - 71%, and census tract 34.01, block group 6 - 75%

The stability of West Las Vegas would be greatly enhanced with increased owner occupied housing, particularly in the above noted areas. A strategy to increase owner occupancy, particularly in the targeted areas, with emphasis on increasing home ownership opportunities for those already living in the area is necessary.

Home ownership for low and moderate income people is often within reach but there is a need for counseling on the many technical aspects of the home purchase process for this group of potential buyers. Assistance in overcoming the barriers of poor credit and understanding the necessary documents, laws, and institutions are all important to helping create new home owners in the West Las Vegas community.

### Recommendations:

- 1. Assist the West Las Vegas Neighborhood Advisory Board in developing a program to: (1) assist low and moderate income residents in West Las Vegas to gain the skills, self-confidence, and resources needed to purchase their own home; and (2) work with local banks to assemble a pool of loan funds for qualified buyers.
- Emphasize the development of increased owner occupied housing rather than rental housing in the third phase of the Adopt-Your-Block program with emphasis on census tracts 3.01, 34.01 Block Group 6, and 35.
- 3. As a part of the second phase of the Adopt-Your-Block program, develop a home ownership rehabilitation plan that allows the owner to use "sweat equity" (credit for time the home owner physically contributes to the rehabilitation of the house) as partial repayment of the loan.



# Objective 2: Provide Affordable Housing

The <u>City of Las Vegas Comprehensive Affordable Housing Strategy: 1992 - 1996 (</u>CHAS) documents the need for affordable housing in Las Vegas. For West Las Vegas, there is a great need for affordable housing. Based on income figures from the 1990 census, many areas of this community have a very high percentage of low to moderate income households. On Map H-C, the areas in the lighter orange have between 60 and 69 percent of the households in the low to moderate income categories. In the darker orange areas, 70 to 79 percent of the households fall into the low to moderate income range. Moderate income households are those which are at 80% of the Las Vegas area median family income (\$35,500) and low income households are those that are at 50% of the Las Vegas area median family income. Housing affordabilty for each of these income categories is estimated in Figure H-7.

# Figure H-7:

Estimated Housing Affordability Based on Median Low and Moderate Income Levels City of Las Vegas, 1990

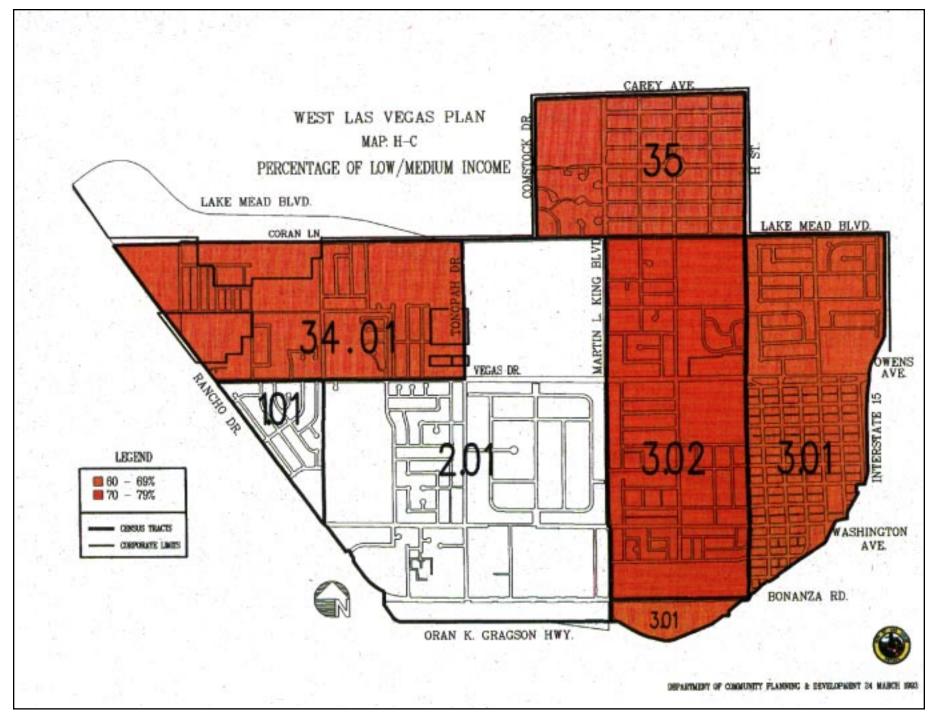
Housing that is considered affordable is housing which does not require a household to spend more than 30% of their income towards their housing costs. As figure H-7 notes, affordable rent for a moderate income family (80% of median income) in Las Vegas in 1989 was \$706 per month and affordable rent for a low income family (50% of median income) was \$441. When



New 'Affordable' housing



<sup>&</sup>lt;sup>1</sup> The median income is taken from the 1990 Census but the data for the census was collected in 1989.



comparing these rents to the median rents in West Las Vegas, the median rents are below what is considered affordable. The maximum purchase price of a home with no down payment which was considered affordable for a moderate income family is \$87,740 and \$54,800 for a low income family. The noted affordable purchase prices of homes for low and moderate income households fall well within the range of purchase prices in West Las Vegas noted in the Existing Conditions (see Figure H-5). Additionally, the new single family subdivisions in West Las Vegas are selling in the \$70,000 to \$80,000 range.

Of particular concern is affordable housing for senior citizens. As noted in the Existing Conditions of the Socio-Economic Characteristics Section, 36.2 percent of persons 65 and over who are living in West Las Vegas, have incomes below the poverty level (this means their income was less than \$5,947 in 1989). Also, many seniors commented at the various public meetings that there is a need for more affordable senior housing and in particular, "decent" housing, in West Las Vegas. Additionally, the Las Vegas Housing Authority currently has approximately 2000 seniors on a waiting list for public housing (in reality this number is much greater for the Housing Authority has closed the list for they have no hope of ever providing the housing).

Many citizens of West Las Vegas have expressed a concern that as policy develops for affordable housing throughout the Las Vegas Valley, West Las Vegas will continue to be the predominant location for the siting of new affordable housing projects (economics will also play a role in this since property is less expensive in this area). The residents feel that they already have their "fair share" of affordable housing and want to see a more equitable distribution of low income households throughout the entire Las Vegas Valley. The concentration of low income residents in a small geographic area can create ghettoization and stigmatization of this income group, a problem that already exists in West Las Vegas with the predominance of public housing developments. Many of the citizens would like to see more market rate housing. The data certainly indicates the need for affordable housing in West Las Vegas, and it is critical that the citizens be brought into the development process as affordable housing projects are planned for this area. Also, mixed income developments, where only a certain percentage (usually 15 to 30 percent) of the units are affordable and the balance are market rate, should be encouraged in West Las Vegas.

### Recommendations:

- Establish a West Las Vegas Housing Fund that would make funds available to non-profits for the acquisition and/or rehabilitation of residential buildings in the area to provide affordable housing. An initial source of funds for this housing fund could be the proceeds from the sale of City land at the Harris-Mojave site.
- 2. Develop a West Las Vegas Housing Task Force made up of West Las Vegas residents to monitor the development of affordable housing in West Las Vegas. The members of this



Family members of the first of a series of Habitat for Humanity homes to be built in West Las Vegas



# COMMUNITY FACILITIES ELEMENT



Children playing in day care center

Community Facilities involves planning for the number and location of public facilities, including parks, schools, libraries, fire, Metro police, cultural and other public buildings and facilities, which are required to serve the residents of West Las Vegas. It also examines quasi-public facilities such as churches, cultural and/or community centers, to help plan the desired numbers and locations to most efficiently serve the local community.

Note: Public Infrastructure - which involves the provision of facilities for water distribution, sewer collection, flood control, and solid waste pick-up systems and facilities - is closely related to community facilities. However, all of these facilities in West Las Vegas are of a regional scale, which is beyond the scope of this neighborhood scale plan.

### **EXISTING CONDITIONS**

Map CF-A, Existing Community Facilities, depicts the location of community facilities in the West Las Vegas Plan area, which are outlined below:

### Schools:

- Public: Five Sixth Grade Centers (Booker<sup>1</sup>, Carson<sup>1</sup>, Kelly<sup>1</sup>, Madison<sup>1</sup>, and Hoggard<sup>2</sup>)
- Private: Faith Lutheran School

### Parks:

Neighborhood Parks Ethel Pearson <sup>3</sup> James Gay III Doolittle	<b>Acres</b> 4.0 1.5 19.0	Facilities Barbecue, Play Area, Tennis Basketball, Play Area, Tennis Barbeque, Ball Diamonds, Basketball, Play Area, Fitness Court, Football/Soccer, Jogging Track, Restrooms, Swimming
<b>Tot Lot</b> Fitzgerald <sup>4</sup>	0.38	Residence Discus Asses
Major Urban Park	0.30	Barbeque, Play Area
Lorenzi <sup>5</sup>	62.0	Fitness Center, Barbeque, Ball Diamonds, Basketball, Play Area, Football/Soccer, Picnic Area, Horseshoes, Restrooms, Shuffleboard, Tennis, Volleyball

1, 2, 3, 4, 5 see endnotes page 9

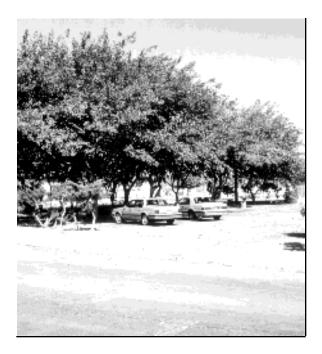


### Other Public Facilities:

- City of Las Vegas Ward 1 Neighborhood Services Office, 914 Nucleus Business Plaza
- Fire Station #3, West Washington Avenue
- Metro Police "storefront" substation, Gerson Park (destroyed by fire)
- U. S. Post Office, Bonanza Road
- Doolittle Community Center, Lake Mead Boulevard
- West Las Vegas Library, Lake Mead Boulevard
- West Las Vegas Performing Arts Theater, Lake Mead Boulevard (under construction)
- West Las Vegas Arts Center, Lake Mead Boulevard (under construction)
- Economic Opportunity Board Offices (four separate locations):
  - ° Administrative Headquarters/Education/Health Services: Balzar Avenue
  - °Senior Center: Washington Avenue
  - ° Transportation Services: Bonanza Road
  - °Alcohol and Substance Abuse Center: Washington Avenue
- A.D. Guy Center, Washington Avenue
- Las Vegas Indian Center, Bonanza Road

### Other Quasi-Public Facilities:

- Churches: West Las Vegas has an unusually high number of religious facilities (44 are depicted on Map CF-A, 43 of which are in the eastern half of the overall West Las Vegas area).
- American Legion Post, Doolittle Street



Fitzgerald Park is undergoing expansion and improvement



task force would come from the Neighborhood Associations as explained in the Citizen Participation Section of the Introduction.

- 3. Develop a City policy to encourage mixed income housing (ownership and rental) in West Las Vegas and throughout the City. This can be accomplished by giving preferential treatment to projects requesting funding from the West Las Vegas Housing Fund that propose mixed income developments.
- 4. Encourage the development of additional affordable senior housing in West Las Vegas.
- Provide ongoing technical assistance to community based organizations that are providing affordable housing.
- Investigate ordinance options that can enhance the delivery of affordable housing throughout Las Vegas which include:
  - Inclusionary Zoning Requires new residential development to provide a certain percentage (usually 10% to 20%) of affordable housing units in all new projects
  - Linkage Fees Requires new commercial development to pay a fee, based on the square footage of the project, to a fund to provide affordable housing
  - Density Bonuses Allows residential developers to increase the density of a project based on the number of affordable housing units the project provides

# Objective 3: Improve the Physical Appearance and Livability of the Residential Areas

Two basic problems exist in West Las Vegas which threaten the livability of many of the residential neighborhoods. First, there are widespread problems with unmaintained yards, abandoned vehicles, lack of exterior maintenance of structures, and the collection of trash and debris (see Map AP-C, Physical Defects, Map AP-D, Abandoned Vehicles, and Map AP-E, Unmaintained Yards in the Appendix) Second, some neighborhoods have a high incidence of substandard and deteriorated housing units, a great number of abandoned and boarded-up buildings, and a number of vacant lots. Additionally, the abatement of code violations have not been aggressively pursued by the City in this neighborhood.

There is a need for a strategy to: (1) clean-up and beautify the physical environment including enforcement of existing codes that regulate the external appearance of the property; (2) improve the deteriorated condition of existing, structurally sound housing units in need of repair; and, (3) develop a plan to build new housing on the vacant lots.

### Recommendations:

- 1. Continue to support the West Las Vegas Neighborhood Advisory Board in the Adopt-Your-Block Program they developed to rehabilitate targeted neighborhoods.
- 2. Assist the West Las Vegas Neighborhood Advisory Board in developing a homeowner's property maintenance education program to assist new and existing homeowners.
- 3. Ensure that the City's Code Enforcement Division intensifies and uniformly implements the code enforcement activity in neighborhoods that the West Las Vegas Neighborhood Advisory Board targets as they implement the Adopt-Your-Block Program.



Members of WLVNAB and staff assist in the third successful "Adopt-Your-Block" clean-up activities



# COMMUNITY FACILITIES ELEMENT



Children playing in day care center

Community Facilities involves planning for the number and location of public facilities, including parks, schools, libraries, fire, Metro police, cultural and other public buildings and facilities, which are required to serve the residents of West Las Vegas. It also examines quasi-public facilities such as churches, cultural and/or community centers, to help plan the desired numbers and locations to most efficiently serve the local community.

Note: Public Infrastructure - which involves the provision of facilities for water distribution, sewer collection, flood control, and solid waste pick-up systems and facilities - is closely related to community facilities. However, all of these facilities in West Las Vegas are of a regional scale, which is beyond the scope of this neighborhood scale plan.

### **EXISTING CONDITIONS**

Map CF-A, Existing Community Facilities, depicts the location of community facilities in the West Las Vegas Plan area, which are outlined below:

### Schools:

- Public: Five Sixth Grade Centers (Booker<sup>1</sup>, Carson<sup>1</sup>, Kelly<sup>1</sup>, Madison<sup>1</sup>, and Hoggard<sup>2</sup>)
- Private: Faith Lutheran School

### Parks:

Neighborhood Parks Ethel Pearson <sup>3</sup> James Gay III Doolittle	<b>Acres</b> 4.0 1.5 19.0	Facilities Barbecue, Play Area, Tennis Basketball, Play Area, Tennis Barbeque, Ball Diamonds, Basketball, Play Area, Fitness Court, Football/Soccer, Jogging Track, Restrooms, Swimming
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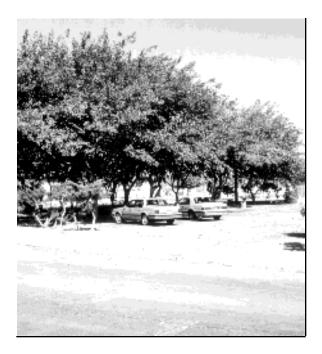


### Other Public Facilities:

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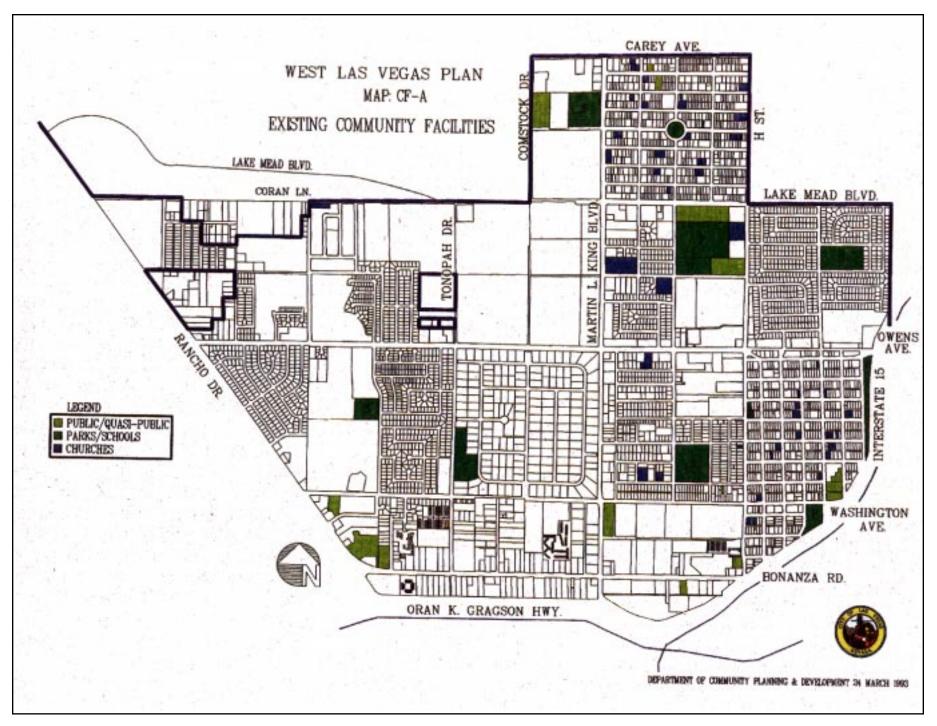
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Fitzgerald Park is undergoing expansion and improvement





# COMMUNITY FACILITIES GOAL, OBJECTIVES, AND RECOMMENDATIONS

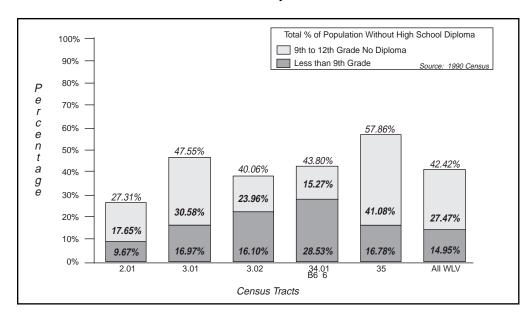
Goal: Provide a proper balance (number and location) of community facilities to serve the present and anticipated population.

### Objective 1: Provide neighborhood schools to serve West Las Vegas

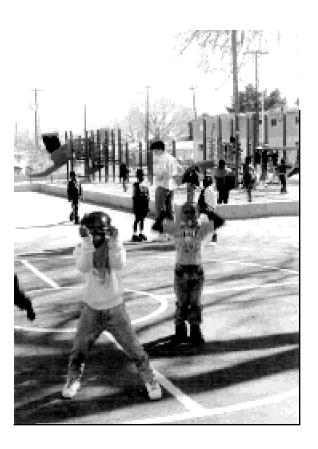
Education is a serious concern for west Las Vegas, as 42% of the residents do not have a high school diploma (see Figure CF-1 for a detailed breakdown of educational achievement by Census tracts).

Figure CF-1:

### **Education Level By Census Tract**



Due to court ordered integration which has been in place since 1971, elementary students living in West Las Vegas are bussed to schools outside of West Las Vegas in grades kindergarten through 5th, and 7th through 12th. The Clark County School Board Superintendent and staff, in consultation with parents and community members, including the Superintendent's Educational Opportunities Committee, has developed the Prime 6 Plan. The Prime 6 Plan proposes



Kids in West Las Vegas school yard





New Magnate High School under construction in West Las Vegas

new options for elementary students throughout Clark County, with special focus on the West Las Vegas schools. The concept of neighborhood schools was endorsed by the Youth Education/Recreation Subcommittee of the City of Las Vegas Multijurisdictional Community Empowerment Commission (MCEC).

Similarly, in response to court ordered integration, the junior high/middle school and senior high school attendance zones for West Las Vegas students are very small and cut-up compared to all other attendance zones of the Clark County School District. This is clearly noted on the following two School Zone Attendance Maps (CF-B and CF-C); West Las Vegas junior high/ middle school students are bussed to ten separate schools. Senior high school students are bussed to seven separate schools. The same process of investigating alternatives to court ordered bussing programs at the junior and senior high school levels need to be investigated.

The School District has chosen an 18 acre parcel located southeast of Owens avenue and Simmons Street for the construction of a "magnet" high-tech high school, the Academy of Advanced Technology (AFAT), which will in specialize in computer science and similar technologies.

The MCEC has also endorsed the immediate utilization of existing school facilities (after school) to provide tutorial, recreational and cultural programs.

### Recommendations:

- 1. Support and help implement the conversion of four West Las Vegas Sixth Grade Centers (Booker, Carson, Kelly and Madison) to Prime 6 Schools, and the conversion of Mabel Hoggard Sixth Grade Center to a Math and Science School of Special Emphasis.
- 2. Seek alternatives to court ordered bussing programs at the junior and senior high school levels.
- 3. Work with Clark County School staff to implement the utilization of existing school facilities (after school) to provide tutorial, recreational and cultural programs.
- 4. Establish an aggressive G.E.D. outreach program to encourage more West Las Vegas residents to obtain high school accreditation.

### Objective 2: Reexamine the number, location and available facilities of parks which serve West Las Vegas

Resident and Neighborhood Advisory Board comments included the need for more equipment in parks, and the concern that some parks are not usable due to drug problems. Staff observation is that Pearson and Gay neighborhood parks are continually underused, and that the





# WEST LAS VEGAS PLAN MAP CF-B LAS VEGAS VALLEY MIDDLE SCHOOL ATTENDANCE ZONES - 1992-1993 SWAINSTON DEMLEY O' CALLAGNAH 園 JOHNSON MANDE PARK CASHMAN LEGEND Jr. High or Middle School TO EVECHOUSER Both sides of sheet to school on side of sheet where sheet name is printed. GREENSPUN NOTE: The middle of the street to the civition line except where noted by " (both sides). To attend: CA Cathman ION Kinuckoni GA Gorside GU Guirro JO Johnson OR Ow RO Robison FACILITIES AND TRANSPORTATION SERVICES DIVISION 4/92 DEMOGRAPHICS AND JONING SECTION (702) 799-7573

WEST LAS VEGAS PLAN MAP CF-C



facilities at Fitzgerald Park need to be revaluated.

Initial steps that have been taken to improve Fitzgerald Park include:

- the installation of additional playground equipment by Parks and Leisure Activities staff
- the preparation and application of a residents' needs survey by Community Planning staff (tabulation and analysis now in process)
- initiation of negotiations to purchase an additional lot on Jackson Avenue for expansion of park

### Recommendations:

- 1. Complete and tabulate the Fitzgerald Park Residents' Need Survey, and, in conjunction with the Department of Parks and Leisure Activities, take steps to implement the findings.
- 2. Purchase an additional lot for expansion of Fitzgerald Park
- 3. Develop an action plan to implement a resident need survey process to determine the park facilities and programs that are required to adequately serve the overall West Las Vegas area.

### Objective 3: Provide Metropolitan Police facilities to serve West Las Vegas

An existing Metro Police facility located in the LVHA's Gerson Park complex was destroyed by fire in the April 1992 civil unrest in West Las Vegas. In staff discussions with Metro management it was determined that there is a need to not only replace the destroyed facility, but to increase the facility to a full-service substation to better serve the entire West Las Vegas community and surrounding area. The functions would include meeting room facilities for improved citizen/ Metro communication. The optimum location for the new substation was determined to be in the central section of the overall West Las Vegas area, and discussions are ongoing with the owners of several parcels which satisfy the basic site requirements.

### Recommendation:

City staff and City Council should continue to work with Metro Police management to establish a Metro Substation in West Las Vegas which meets the following (initial) criteria:

- a minimum of four buildable acres
- a 16,200 square foot building for staff facilities, citizen/Metro meeting area and mechanical facilities
- parking for approximately 217 patrol vehicles and officers' private vehicles and 10 visitors vehicles
- access from two directions

### Objective 4: Plan for Future Post Office Facilities

The present Post Office on Bonanza Road is lacking many features (including adequate parking) and will be replaced when the existing (recently renewed) lease expires in 1997. Initial discussions with Postal Service staff indicate a favorable reaction to provision for an expanded facility on, or in the vicinity of, the 22 acre Town Center site when the present lease expires. A facility in the range of 25,000 sq. ft. might be of the scope needed, but this needs to be further explored. A long lead time is involved to plan and construct such a facility, and planning and negotiations with Postal Service staff need to continue for the planning of the West Las Vegas branch.

### Recommendation:

Continue to work with the U.S. Postal service staff on long term planning for a new West Las Vegas branch facility.

West Las Vegas Library. The WLV Arts Center and WLV Performing Arts Theater are under construction nearby

### Objective 5: Provide a West Las Vegas Branch campus of the Southern Nevada Community College

The Southern Nevada Community College (SNCC) is seeking a location for its administrative offices and expanded classroom facilities. As the City proceeds in the rebuilding of its Business Center, on a new site, it might be possible to relocate staff from the Economic Opportunity Board (EOB, now located at the Washington School building at Washington Avenue and D street, to the new Business Center. The vacated Washington School could then be utilized for a branch office of the SNCC to serve West Las Vegas and the surrounding area.

### Recommendation:

Proceed with negotiations for the potential establishment of a West Las Vegas branch of the Southern Nevada Community College, at the Washington School site at Washington Avenue and D Street, or other potential locations.

### Endnotes:

- <sup>1</sup> To be converted to "Prime 6" Schools. This program will allow students living in the West Las Vegas area the option of continuing to attend the school they are now assigned (by bussing), or to attend an elementary neighborhood school closer to home. Beginning in 1993-94, these programs will be open to all students in metropolitan Clark county in pre-kindergarten, kindergarten, and grades one through three. Fourth grade will be added in 1994-95, and fifth grade in 1995-96. The Prime 6 Schools will receive sixth grade students on a rotating basis.
- <sup>2</sup> To be converted to a Math and Science School of Special Emphasis.
- <sup>3</sup> Negotiations are underway with the Economic Development Administration to relocate the City of Las Vegas Business Center to the Pearson Park site, which is owned by the State of Nevada. If this occurs, the planning approach will be to provide alternative facilities, including improvement (expansion and retrofit) of existing park facilities in West Las Vegas.
- <sup>4</sup> This park will be expanded by the purchase of an additional lot, and continued upgrading and expanding of its existing facilities.
- <sup>5</sup> [located immediately outside of West Las Vegas (Washington Avenue, 1/4 mile west of Rancho Road); has a service area which includes West Las Vegas]

# CIRCULATION

### Existing Conditions

# Local Streets

locally, the circulation system in West Las Vegas is anchored by five primary arterials (minimum 100 foot right of way) and three secondary arterials (minimum 80 foot right of way). See Map CR-A.

The primary arterials are:

- Carey Avenue (east to west)
- Lake Mead Boulevard (east to west)
- Owens Avenue (east to west)
- Bonanza Road (east to west)
- Rancho Drive (northwest to southeast)

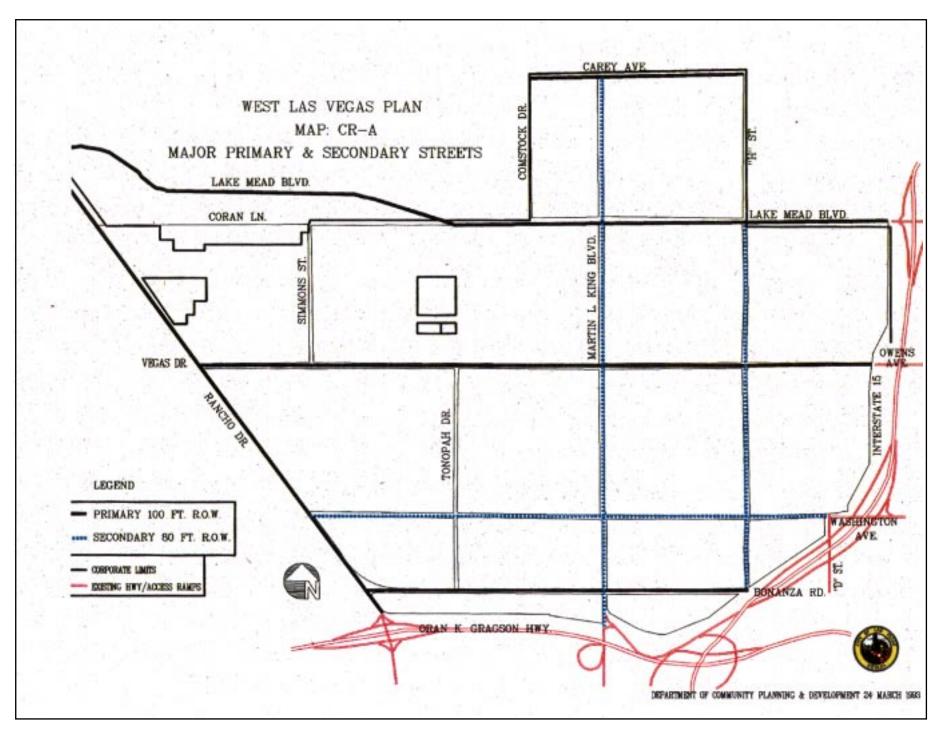
The secondary arterials are:

- Washington Avenue (east to west)
- Martin Luther King Boulevard (north to south)
- H Street (north to south)



West Las Vegas, left, is separated from downtown Las Vegas right, by the major "Spaghetti Bowl" intersection. Redesign of the "Spaghetti Bowl" is important for continuing easy access to West Las Vegas





## Figure CR-1:

### Arterial Levels of Service

Level of Service	Definition
А	Primarily free flow operations at average travel speeds of about 90 percent of the free flow speed. Vehicles are completely unimpeded in their ability to maneuver within traffic.
В	Reasonably unimpeded operations at average travel speeds usually about 70 percent of the free flow speed. Maneuverability within the traffic stream is only slightly restricted and stopped delays are not bothersome.
С	Represents stable operations, however, ability to maneuver and change lanes in midblock locations may be more restricted than LOS B. Lower average travel speeds of about 50 percent of the average free flow speed are typical.
D	Small increases in flow may cause substantial decreases in speed. Average travel speeds are about 40 percent of free flow speed.  Characterized by significant approach delays and average travel speeds of one-third the free flow speed or lower.
F	Characterized by extremely low speeds below one-third to one-quarter of the free flow speed.

In terms of regional access, West Las Vegas area is well served by the Oran Gragson K. Highway that runs east to west along the southern boundary of the Plan area and Interstate 15 (I-15) that runs northeast to southwest along the eastern boundary. The Oran K. Gragson Highway intersects I-15 at the interchange known as the "Spaghetti Bowl". There are several access ramps available to West Las Vegas residents for both I-15 and Oran K. Gragson Highway (See Map CR-A):

- Lake Mead Boulevard
- Washington Avenue
- D Street
- Martin Luther King Boulevard
- Rancho Drive

## Levels of Service

The existing circulation system in West Las Vegas, as it relates to vehicle movement, is currently more than adequate. Level of service (LOS) for arterial roadways is defined in terms of average travel speed of either a section or the entire arterial under consideration. Figure CR-1 generally defines the LOS for arterials.

There are no interior streets in West Las Vegas with a level of service lower than (LOS B) and there are only two peripheral streets with lower levels of service during peak hours, 7 to 8 a.m. and 5 to 6 p.m. These are Bonanza Road and Rancho Drive. During this time the level of service may decrease to (LOS C).

The factors that contribute to this high level of service rating in West Las Vegas are based on existing land uses. Due to the very high percentage of vacant land (32 percent) only fifty percent of the land in the study area generates vehicular movement (See Figure LU-1 in the Land Use Existing Conditions). Additionally, commercial land uses, which are major trip generators, account for only three percent of the total land use for the study area. Typically, the percentage of commercial land use for a community is between five and ten percent. It is important to note that most of the commercial ventures in West Las Vegas are local in terms of their service areas, therefore, the traffic generated by these businesses are not as great as if their service areas were regional in nature.

# Street Improvements

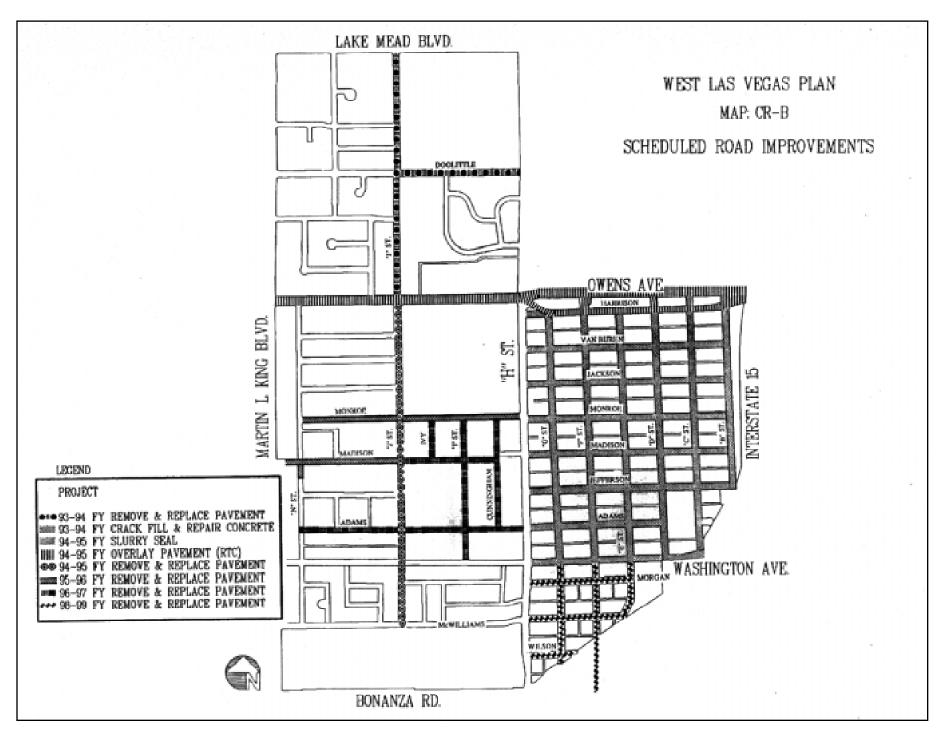
There are numerous areas in need of road improvement within West Las Vegas. These areas have been identified by the City of Las Vegas Public Works Department and a work program has been developed as outlined in Map CR-B. Unfortunately, due to funding difficulties, projects in West Las Vegas have been delayed. However, the Old Westside (Owens Avenue on the north, Bonanza Road on the south, H Street on the west, and I-15 on the east) has been given a high priority in the Public Works work program. In fiscal year 1993-94 streets will be crack sealed, with a slurry seal coat to be applied during fiscal year 1994-95. The Department of Public Works does not have the funds currently available to install new sidewalks or to repair existing sidewalks and other funding sources need to be investigated including possible use of Community Development Block Grant funds or Special Improvement Districts.

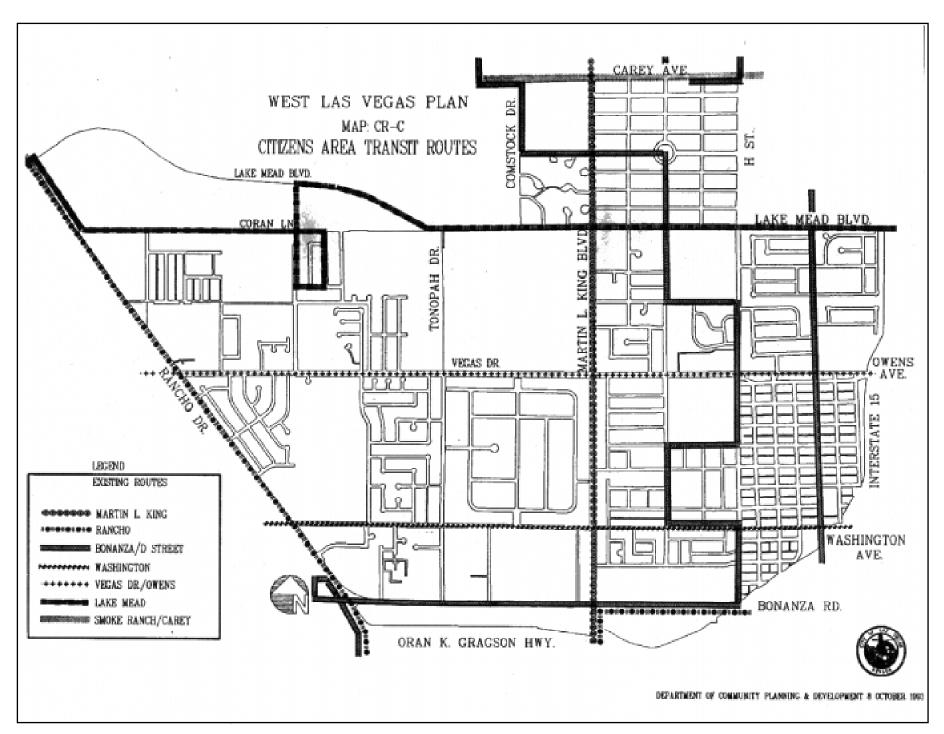
### Cítizen's Area Transit (CAT)

The Las Vegas Valley residents are highly dependent on the automobile for transportation. For many West Las Vegas residents this presents a serious problem: thirty-two percent of West Las Vegas households do not have a vehicle and 38 percent have only one vehicle. As a result, a good public transportation system is essential to meet the transportation needs of this community.

The public transportation system for the Las Vegas Valley, Citizens Area Transit (CAT), is operated by the Regional Transportation Commission. There are several routes that service the West Las Vegas community (See Map CR-C). New routes were implemented in September '93 to better serve the residents. Routes were changed to a grid format to reduce travel time for West Las Vegas residents. Major routes run north to south along Martin Luther King Boulevard, "H" Street and "D" Street. Routes also travel east to west on Carey Avenue, Lake Mead Boulevard, Owens Avenue, Washington Avenue and Bonanza Road.

Bus shelters are provided by a private company and are paid for with advertising in the shelter. Currently, there are no bus shelters in the West Las Vegas area and none are planned.





# CIRCULATION GOAL, OBJECTIVES, AND RECOMMENDATIONS

Goal: Provide a comprehensive circulation system which adequately serves the local and regional needs of existing and future development in West Las Vegas.

Objective 1: Evaluate and monitor the traffic impacts on the West Las Vegas community as a result of the development of the Union Pacific property.

With the development of the Clark County Office complex and subsequent parcels on the 272 acre Union Pacific property, there will be substantial increases in traffic volume which will impact all surrounding areas. According to a traffic impact study prepared by Kimley-Horn and Associates, for the developer of the Union Pacific property, the level of service (LOS) will decrease to LOS E or F for the Martin Luther King Boulevard and Bonanza Road intersection and Bonanza Road and F Street intersection.

### Recommendations:

- 1. Develop a plan to discourage non-residential traffic travelling north on F Street, north of Washington Avenue.
- 2. Ensure that the circulation plan for UPRR property addressees the traffic generation impacts for intersections with projected Levels of Service of E or F.

# Objective 2: Ensure that the redesign of the I-15/US 95 Interchange does not adversely affect the West Las Vegas neighborhoods.

The reconfiguration of the interchange will impact West Las Vegas in a variety of ways. Some examples are: the proposed widening of F Street to four lanes north of Bonanza Road; the redesign of the on and off ramps for Martin Luther King Boulevard; and, the relocation of the D Street exit to Washington Ave. Impacts on the West Las Vegas neighborhood must be carefully considered.

### Recommendations:

- 1. Provide adequate access to and from West Las Vegas in the redesign of the I-15/ U.S. 95 interchange.
- Develop a circulation plan based on the redesigned plan for I-15/U.S. 95 Interchange and UPRR property to ensure that the residential character of West Las Vegas is not compromised.



Objective 3: Provide for opportunities for alternative modes of transportation Portions of the Land Use and Urban Design Sections focus on neotraditional planning with more emphasis placed on improving and encouraging not only pedestrian traffic but bicycle usage throughout the area.

### Recommendation:

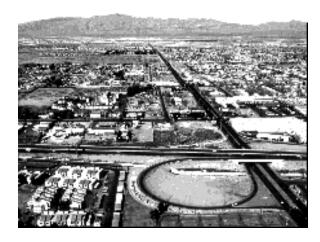
The Public Works Department in conjunction with the Planning Department should develop and implement pedestrian and bike routes throughout the West Las Vegas area to be integrated into the regional bike and pedestrian plan being formulated by the Regional Transportation Commission throughout the Las Vegas Valley.

# Objective 4: Continue to evaluate the service provided to West Las Vegas residents by Citizen's Area Transit

An evaluation of the new transit systems is needed to determine if West Las Vegas residents are adequately served.

### Recommendations:

- Determine, through NAB sponsored community meetings and RTC survey reports, whether
  or not the transit system is adequately serving the West Las Vegas area. If not, make
  recommendations for improvement.
- 2. Initiate a survey to determine where bus shelters are needed and initiate action to have them installed.



Continuing access to Martin Luther King from the "Spaghetti Bowl" interchange is critical to West Las Vegas

# BUSINESS ACTIVITY ELEMENT



The rebuilt and expanded Nucleus Business Plaza includes the City of Las Vegas Neighborhood Services Office and two banks

### **EXISTING CONDITIONS**

# Types of Business

West Las Vegas has approximately 312 active businesses according to a review of business licenses for the Plan area. The type and scale of these businesses vary considerably; they range from a large newspaper plant to small child care facilities. Figure BA-1 lists the number of businesses by type.

Figure BA-1:

### Businesses in West Las Vegas

	Number	%
Retail	62	19.9
Apartments	39	12.5
Restaurants/Food Service/Bar	29	9.3
Other Services	26	8.3
Maintenance Services	24	7.7
Beauty and Barber Shop	20	6.4
Construction/Contractor	16	5.1
Auto Parts/Repair/Service	16	5.1
Non-Profit (does not include churches)	16	5.1
Child Care	9	2.9
Technical and Miscellaneous Service	8	2.6
Dry Cleaners/Laundromat	7	2.3
Group Home Care	7	2.3
Professional Services	7	2.3
Bookkeeper	5	1.7
Transportation	5	1.7
Trailer Park	3	.9
Real Estate	2	.6
Wholesale Trade	2	.6
School/Training	2	.6
Motel/Hotel/Lodging	2	.6
Gaming	2	.6
Warehouse/Storage	2	.6
Recreation	1	.3
TOTAL	312	100



The locational map of these businesses (Map BA-A) indicates the most intense commercial activity is along the southern and western boundaries of the Plan area and along Owens Avenue between Martin Luther King Boulevard and A Street. There is some encroachment of commercial activity into the residential neighborhoods; this is usually in the form of home occupation licenses (business is allowed in the home).

### Business Assessment and Needs

In an attempt to better understand and assess existing businesses in West Las Vegas, two surveys were administered to the business community. The first was conducted by the UNLV Nevada Small Business Development Center in the fall of 1992. Unfortunately, after several efforts to increase the survey responses, only 58 (16 percent) of the businesses surveyed, responded. The small sample size does not result in a high degree of statistical confidence and absolute conclusions cannot be drawn from the information but, there is enough information to identify general business characteristics of the area. A second survey was given to West Las Vegas businesses at the Banking Fair in December of 1992 and a total of 39 responses were received. Again, this is a very small sample size but the results do assist in determining the needs of the business community in the Plan area.

### **UNLV** Survey

Three areas were addressed: the average type of business, current business conditions and future direction, and the needs and opportunities of the business.

According to the survey, the average business in West Las Vegas is small and service oriented. The average gross sales in 1991 were \$297,000 and over 80 percent provide a service. Additionally, 8.6 percent reported that they were a home based business.

The businesses tend to be well established with 69 percent in the area for over five years and 83 percent of their employees are full-time. As for expansion, 63 percent intend to enlarge their operations and 45.8 percent plan to increase their number of employees. Most of these businesses sell their services and/or products to Clark County (46.6 percent) while 36.2 percent sell to West Las Vegas. Additionally, 52.7 percent lease their place of business rather than ownina.

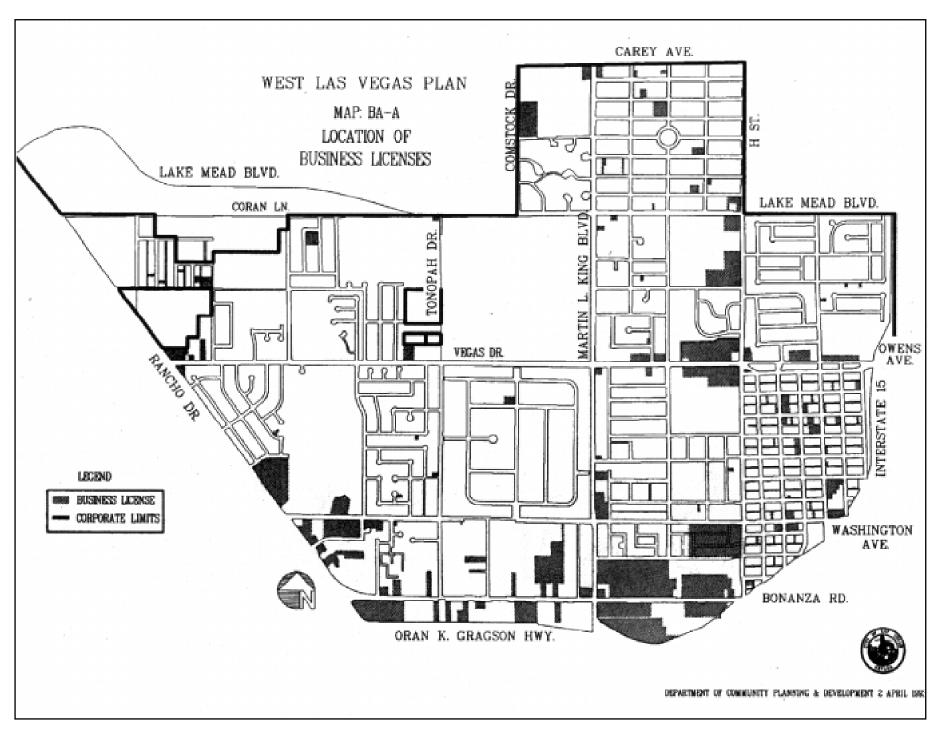
The need for business education and financing was evident in the survey results. A total of 73.3 percent were interested in educational information and confidential business counseling. In particular, the areas of marketing, finance, and management were the most requested.

### Banking Fair Survey

The majority of businesses participating in this survey have been in business one to five years (46 percent) while 30 percent have been in business over 5 years. The majority lease their place of business (54 percent) and 59 percent operate their business in less than 2000 sq. ft. Collectively, the businesses have 111 full-time employees and 55 part-time employees. Seventy-two percent have plans to expand their business and 77 percent plan to borrow money in the future.

Regarding the need for financial assistance, 56 percent indicated that they had a very high or high priority for the availability of business loans of \$20,000 or more while 53 percent also indicated a very high or high need for business loans under \$20,000. The loans considered most necessary were loans to finance business start-ups, expand existing businesses, purchase machinery and equipment, and perform construction and interior improvements.

Responses concerning technical assistance indicated the desire for one-on-one assistance in financial statement and projection preparation, cash management, business plan development, loan counseling and packaging, and marketing plan development. The most desired topics of interest for small business workshops were: how to write a business plan; how to apply for a business loan; basics of real estate for small businesses; basics of insurance and liability; and marketing and advertising. When asked if the workshops should be given on an "as needed" basis or as a series of established workshops, 69 percent indicated a desire for a series of established workshops.



### Local Economy

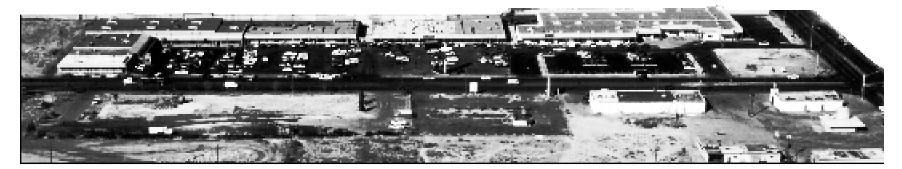
Prior to the 1960's West Las Vegas had a thriving economy. The end of segregation however, eventually led to the collapse of the localized economy, as discussed in the Introduction section, page 8. Dollars which originally supported black owned businesses moved out of the community and notably contributed to the economic weakening of the West Las Vegas community. Private investment was virtually non-existent and the commercial areas began to deteriorate.

There has been very little change to the commercial districts over the past twenty years and currently, many of them show signs of distress and deterioration: poorly maintained properties, vacant commercial buildings, and unmaintained vacant lots. Recently though, there has been some new investment in the area with the rebuilding and expansion of Nucleus Plaza and the plan for new investment with the proposed shopping center on Owens Avenue between H Street and J Street.

The need for the development of a comprehensive business development strategy for West Las Vegas is evident and necessary to the future economic stability of this community. Important to this strategy is the stabilization and strengthening of the existing business base as well as the development of new businesses both from within the community and outside the community. Also, it is important for the community to capitalize on the regional accessibility of the area and promote businesses which can service the entire Las Vegas Valley.



Nucleus Plaza 1992



Nucleus Plaza 1994



# Dept. of Economic and Urban Development

Magic Johnson dedicating new Magic's Westland Plaza

### GOAL, OBJECTIVES, AND RECOMMENDATIONS

Goal: Strengthen and stabilize the West Las Vegas business environment while fostering new economic growth and development.

# Objective 1: Improve the Financial and Educational Needs of the Existing Business Community

The need for assistance in financing and education has been noted in every contact with the West Las Vegas business community as well as in the UNLV study, West Las Vegas: A Survey of the Business Residents<sup>1</sup>, and the Banking Fair Survey. In the area of financing two needs exist: access to capital and below market-rate financing.

Access to capital is a problem for West Las Vegas businesses because most businesses are small and banks have minimum loan amounts which make it difficult for smaller businesses to obtain financing (particularly under \$50,000). Additionally, banks and other financial institutions traditionally are reluctant to lend in economically depressed "high risk" areas. In the past, banks have "redlined" depressed areas, either directly or indirectly through very conservative underwriting standards. In fact, a recent study conducted by the Las Vegas Alliance for Fair Banking entitled, Cashing Out, alleges discriminatory residential lending practices which have affected the West Las Vegas community.

Below market-rate financing is extremely important to small businesses and new business enterprises in economically distressed neighborhoods. The availability of low-cost financing can make the difference between success and failure.

Regarding education, research shows that often the major reason for businesses failure is the lack of planning, business experience and management skills. The need for general business principles education for both existing businesses and new start-up businesses and the availability of technical assistance has been expressed by the West Las Vegas business community many times.

<sup>&</sup>lt;sup>1</sup> Bob Potts and Kris Davidson, "West Las Vegas: A Survey of the Business Residents," UNLV Study.



### Recommendations:

The objective is to create a business development program which will provide products and services to enhance the viability of the business community and encourage expansion and growth. Through a public and private effort a non-profit Community Development Corporation (CDC) made up of bankers, businessmen, and local residents and/or business owners will be developed to implement a program consisting of educational assistance, technical assistance, and financial assistance to new and existing West Las Vegas businesses.

- 1. Develop a two-part Educational Assistance Program:
  - a. Introductory Program Designed for prospective business owners to help them determine whether or not business ownership is for them.
  - b. Business Principles This is a comprehensive business education program which includes informational and "how to" courses, workshops, and seminars addressing such issues as: insurance; legal; accounting; finance; marketing; and management; analyzing financial statements; loan packaging; and what is needed to obtain a loan. A "certification" process will be implemented to identify businesses that have the necessary skills and resources to successfully run a business; this will be essential in qualifying them for special loans and technical assistance.
- 2. Provide technical assistance This program is designed for businesses that already have the necessary business skills or have completed the certification process. The objective here is to build capacity and to provide ongoing assistance to businesses receiving loans through this program.
- 3. Provide loan programs The CDC will set up standard application and evaluation guidelines and review all applications to be submitted to appropriate lending sources. There are three loan programs:
  - a. Micro Loan program Loans from \$1000 to \$5000 would be available to new start-up home-based businesses or existing home-based businesses.
  - b. Business Loan Program Loans from \$5000 to \$50,000 to be used for working capital, equipment purchase, inventory, etc.
  - c. Low Interest Loan Program These are loans available to businesses that have completed certification, agreed to ongoing technical assistance, and qualify based on the location of their business in a targeted area in West Las Vegas (low to moderate income census tracts).



Washington Park business opportunitites



New Bank of America, banking on West Las Vegas' future





The City has opened the Ward 1 Neighborhood Services Office in West Las Vegas' Nucleus Plaza

### Objective 2: Promote New Commercial Development

The residents of West Las Vegas have regularly stated that they have to go outside their neighborhood for many of the typical services and goods. Retail stores such as a supermarket and a large drugstore as well as professional services are not located in the community. It is critical that the city support and encourage the development of new retail and service businesses, particularly on land that is vacant or under-utilized by providing needed infrastructure, policies and programs to stimulate appropriate development.

### Recommendations:

- 1. Continue to work with West Las Vegas Joint Venture in the development of the 22 acre retail commercial "Town Center" at H Street and Owens Avenue.
- 2. Support the redevelopment of the Jackson Street commercial/entertainment district.
- 3. Encourage and support region serving uses, a light industrial business park, on the vacant parcel [A] as noted on Map LU-B in the Land Use Element.

# URBAN DESIGN/ VISUAL IMAGE ELEMENT



Neighbors assist elderly resident with her vegetable garden

**Urban Design** involves the physical and environmental quality of the West Las Vegas Plan area, including the perception that both residents and others have of the area. Urban Design is concerned with the visual and other sensory relationships between people and their environment, and it offers a discipline for analyzing and solving problems of the built environment.

### **EXISTING CONDITIONS**

# Visual Image

One important aspect of Urban Design is Visual Image. Visual Image is the perception that individuals, residents, and visitors have of West Las Vegas. This perception is formed by both:

- the structural organization of the area, the physical design of the streets, blocks, and buildings
- the physical condition (environmental quality) of the area, which is determined by the
  orderliness and cleanliness of streets and yards and the structural condition and appearance of buildings.

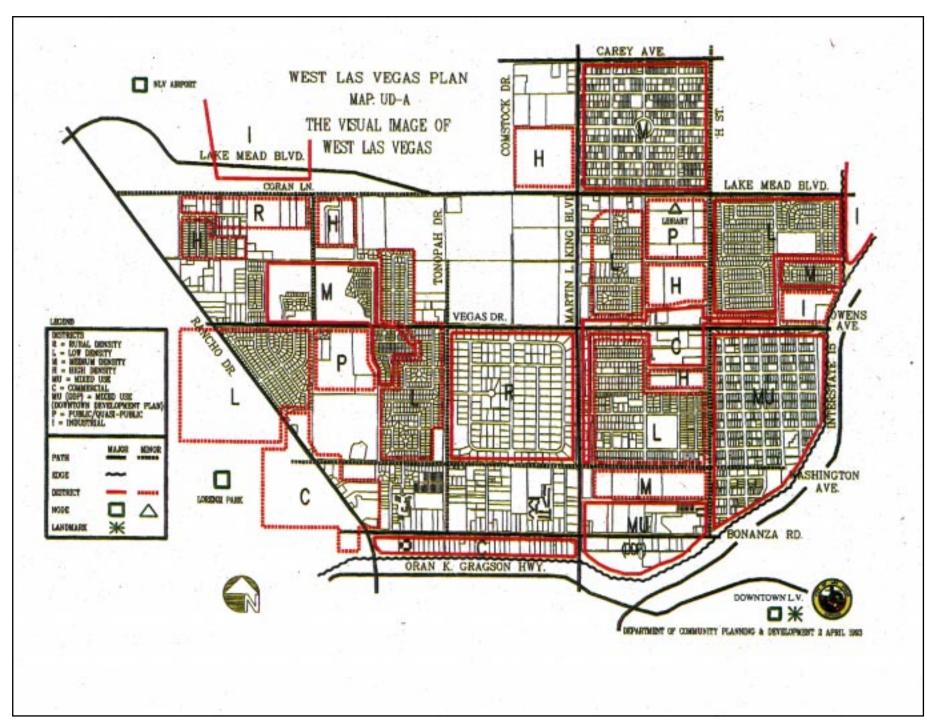
# The Physical Organization of West Las Vegas

The existing physical organization of West Las Vegas can best be identified using an analytical system developed by Professor Kevin Lynch of MIT, which has been successfully applied in many cities and neighborhoods. This system defines the visual form, or visual image, of the neighborhood using five basic elements which comprise its physical structure: paths, edges, districts, nodes, and landmarks. The visual image of West Las Vegas, as determined by this structural organization, is shown in Map UD-A, The Visual Image of West Las Vegas.

**Paths** are <u>routes</u> along which a person moves and observes the neighborhood. Examples are streets, roads, and pedestrian walkways. For many people, paths are the predominant identifying element in a neighborhood's structure. As noted on Map UD-A, there are major paths (solid black lines) and minor paths (dashed black lines). In West Las Vegas the major paths include: Gragson Highway and Interstate-15, limited access highways, and Lake Mead Boulevard, Carey Avenue, Rancho Road, Owens Avenue, Bonanza Road, and Martin Luther King Boulevard. Minor paths are Washington Street, H Street, Tonopah Drive, Coran Lane and Simmons Street.

**Edges** are linear <u>boundaries</u>, which may be <u>barriers</u>, obstructing movement between two areas, or they may be <u>seams</u>, along which two areas are joined. Examples are walls, natural land forms, major roadway systems, and the boundaries between differing types of land uses.





Gragson Highway and the Interstate-15 freeway are major edges which form physical barriers at the south and east boundaries of West Las Vegas. In the northeast corner, the industrial zone in North Las Vegas forms a major edge against the residential district south of Lake Mead Boulevard. In the northwest, the future development of the industrial park south of the North Las Vegas Airport will form an edge to the residential area south of Coran Lane.

**Districts** are <u>distinctive areas</u> of the City or neighborhood which have some common identifying character such as activity or use, inhabitants, architectural style, condition of maintenance, and topography. Major districts are those with distinctively similar characteristics, while minor districts are those with a number of generally similar characteristics. In West Las Vegas, the districts are formed primarily by different land uses and residential densities, as shown on Map UD-A. The physical condition of some neighborhoods also determines their visual image as noted in the next section (physical condition).

**Nodes** are <u>areas of concentrated activity</u> to and from which people travel. Often they are located at the intersections of major paths. A major node which is being developed is the Town Center and adjacent Nucleus Business Plaza on Owens Ave. between H and J Streets. Major existing nodes immediately outside the West Las Vegas area include the gaming/entertainment core of Downtown Las Vegas, the North Las Vegas Airport, and Lorenzi Park. The group of public facilities on Lake Mead Blvd. west of H Street form a node comprised of the Doolittle Center, the West Las Vegas Library, the new West Las Vegas Performing Arts Center and West Las Vegas Arts Center.

**Landmarks** are prominent and distinct <u>reference points</u> used for identification and orientation. They may be natural or man-made, and range from local to regional scale. Examples include towers, tall buildings, and mountains (the latter are regional scale landmarks). There are no structures in West Las Vegas tall enough for visual reference as land marks. The old Cove Hotel at Jackson and D Street, with five stories, was a previous local landmark. Many Downtown Las Vegas buildings are landmarks which are visible from many locations in West Las Vegas.

# The Physical Condition of West Las Vegas

The visual image of West Las Vegas, as determined by the existing **physical conditions**, varies from neat and well maintained neighborhoods, to neighborhoods with extreme clutter and disarray (buildings with code violations, scattered trash/debris and abandoned cars). Neighborhood survey maps in the Appendix section depict patterns of:

- Physical Defects (Map A-C)
- Abandoned Vehicles (Map A-D)
- Unmaintained Yards (Map A-E)



# URBAN DESIGN/VISUAL IMAGE GOAL, OBJECTIVES, AND RECOMMENDATIONS

Goal: Improve the physical character and visual image of the West Las Vegas community

# Objective 1: Improve the physical character and enhance the visual image of West Las Vegas through streetscape improvements

Many streets in West Las Vegas, not unlike those throughout many parts of Las Vegas itself, are visually unpleasant places along which to both drive and walk. They are visually boring and/ or unattractive, and present a negative visual image of the area. Improving the streetscapes (landscaping and other roadside amenities) can have a very positive impact, both on residents' feelings about their neighborhoods, and on visitors' perceptions about the entire West Las Vegas community. Emphasis on providing safe and pleasant pedestrian path systems, and on providing aesthetically pleasant and effective signage systems are also important when considering streetscape improvements.

An effective method for applying streetscape improvements is to implement them along the primary and secondary streets most frequently traveled by both residents and visitors (see Map UD-B, Streetscape and Gateway Plan):

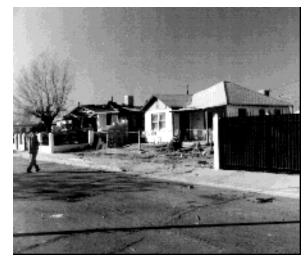
- east-west primary and secondary streets: Bonanza Road, Washington Avenue, Owens Avenue, Lake Mead Boulevard and Carey Avenue
- north-south primary and secondary streets: Martin Luther King Boulevard and H Street

Another objective of this streetscape program is to create attractive "gateways" which identify the area and portray a pleasant and positive image to motorists or pedestrians entering West Las Vegas along primary or secondary streets. These gateways will consist of attractive urban design and landscape features at major intersections on the periphery of West Las Vegas as shown on Figure UD-1 (Typical Entry Gateway: design concept courtesy of Lucchesi and Galati, Architects).

On local neighborhood streets in the Old Westside area (east of H Street and south of Owens Avenue) there is excess right-of-way (publicly owned land), much of which has not been maintained by residents and which contributes to a negative image. The City is in the process of "vacating" this right-of-way and giving ownership to the adjacent property owners along with assistance in improving the physical condition of these properties as necessary. This will give them additional front yard property and a personal interest in its maintenance and appearance.

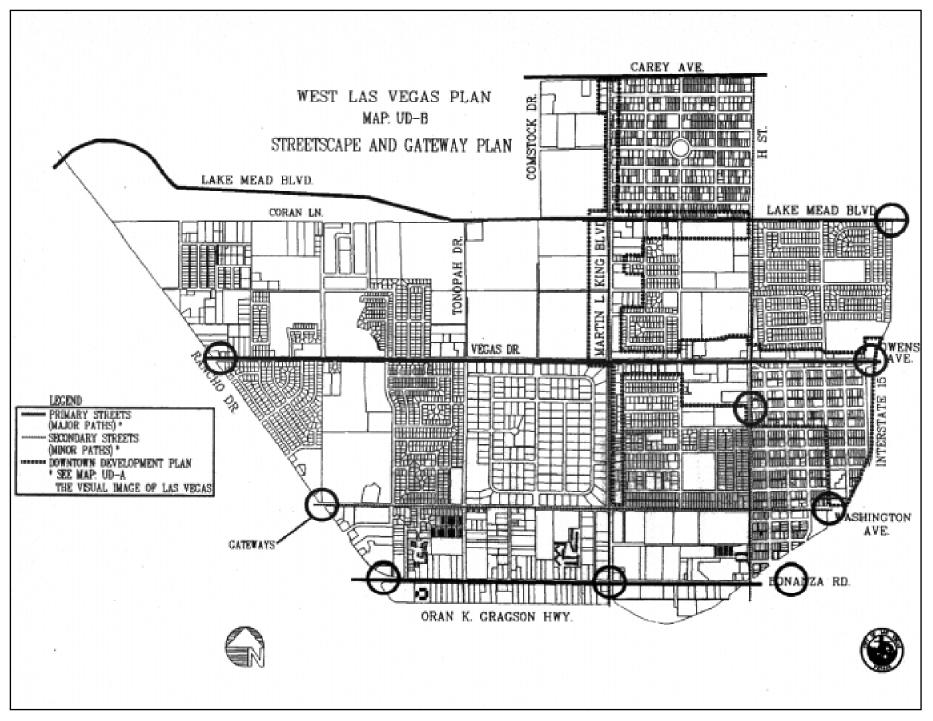


Before: Years of accumulation brought to the street for pick-up



After: This house is now a better neighbor for the immaculate adjacent homes



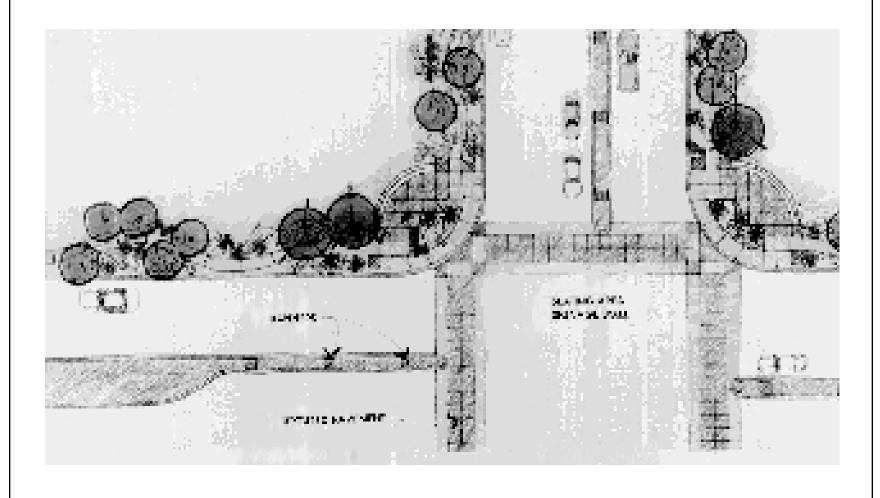


# FIGURE UD-1

### Proposed

# TYPICAL ENTRY "GATEWAY" INTO WEST LAS VEGAS

(at major intersections)



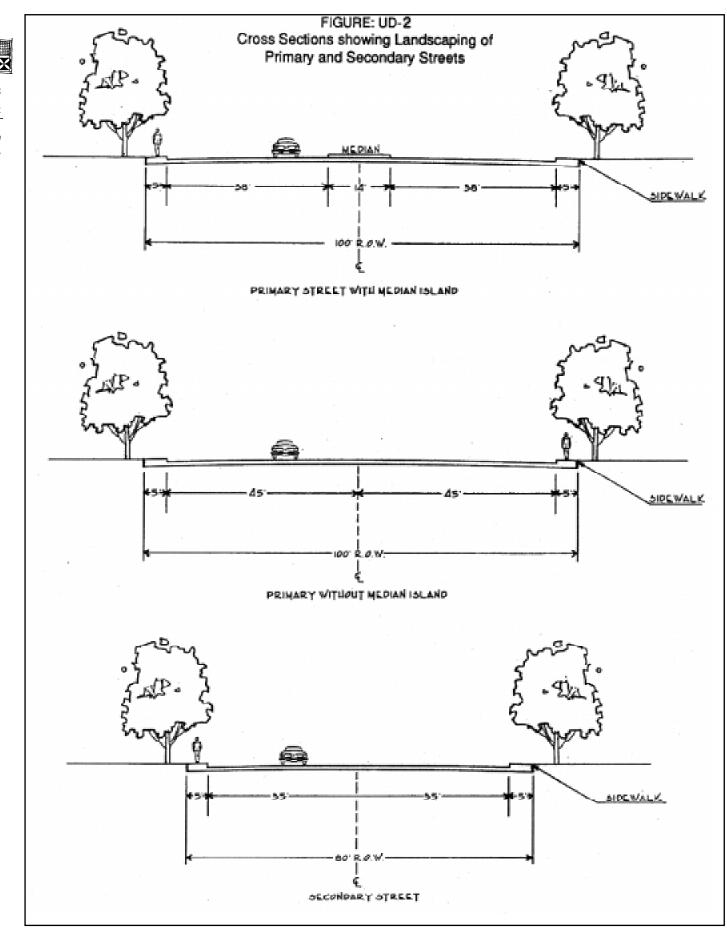
### Recommendations:

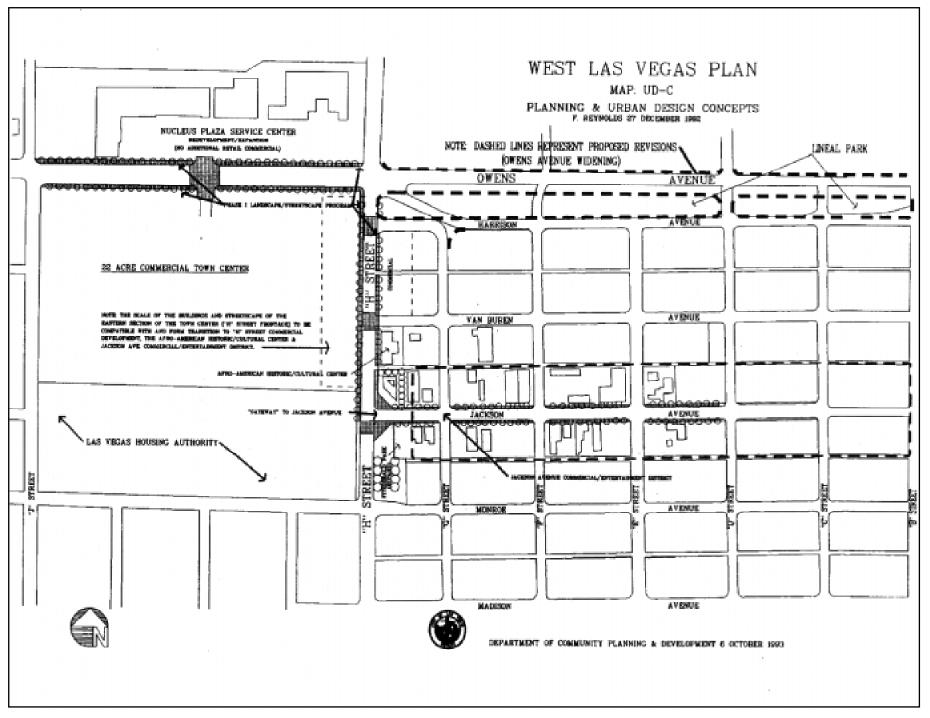
- 1. Adopt a policy to implement a streetscape program along the primary and secondary thoroughfares as noted on Map UD-B (Streetscape and Gateway Plan) and on Figure UD-2 (Landscaping of Primary and Secondary Street), in accordance with the following guidelines:
  - spatially define the streets by planting the trees along the public right-of-way in a linear
  - use a specialized landscape planting program for major intersections
  - use drought tolerant plant materials
  - in segments with high projected pedestrian use, give more attention to pedestrian amenities: crosswalks, wider sidewalks, pedestrian activity nodes, benches, kiosks, etc.
  - provide pedestrian linkages between residential areas and schools, libraries, parks and open space, and transit stops
  - provide all segments with appropriate lighting and signage

Initial applications of the streetscape program could occur with the West Las Vegas Town Center development (outlined in Land Use Objective 2) on Owens Avenue between H and J Streets, and on H Street between Owens Avenue and Jackson Avenue (see Map UD-B).

- 2. Include, in the streetscape program, a series of public art projects which can be implemented with community involvement.
- 3. Complete the legal process of vacating excess right-of-way along neighborhood streets in the Old Westside area and transferring ownership and maintenance to the residents.
- 4. Adopt a policy to implement a "gateway" design program to be applied at the major entranceways to West Las Vegas, including the eastern and western approach ends of Bonanza Road, Washington Avenue and Owens Avenue/Vegas Drive, as noted on Map UD-B and on Figure UD-2. A minor gateway would be appropriate at the approach to Jackson Street at H Street, as shown on Map UD-C.







# Objective 2: Develop an Urban Design Plan for the Old Westside neighborhood (east of H Street and south of Owens Avenue) and the adjacent Town Center

This issue relates to Land Use Objective 4: "Develop a planning and development strategy for the Old Westside mixed use district" and its recommendation to implement the neotraditional planning concept. This neighborhood has many unique attributes which make it pedestrian oriented, and the focus of the overlay district is to further enhance this quality. These pedestrian oriented attributes are:

- small scale block size (approximately 300 foot block lengths), and uniform size blocks
- uniform grid street system
- functional alley system in place throughout the neighborhood
- uniform building sizes (relatively small scale, generally one to three stories)
- many scattered vacant lots, and some entirely vacant block faces
- proximity to the 22 acre commercial site and adjacent Nucleus Plaza site, in process of development as the 'Town Center' of West Las Vegas (Land Use Objective 2)
- the historic precedent of Jackson Avenue as a commercial/entertainment district

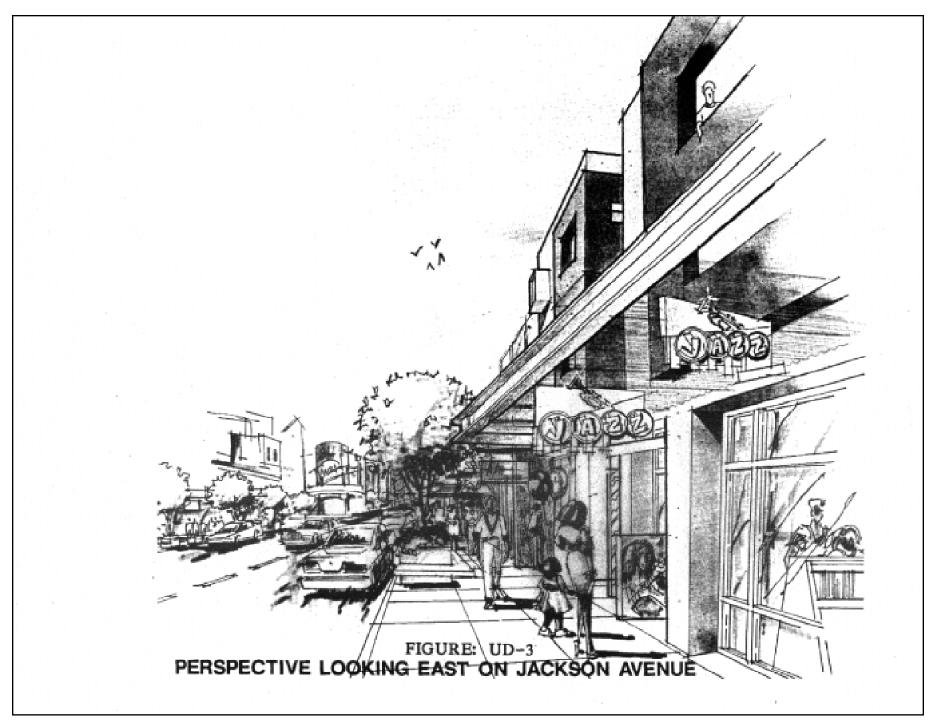
A new trend in subdivision planning, known as neotraditional planning, emphasizes pedestrian oriented communities. Basic details of neotraditional planning that can be applied to the Old Westside neighborhood include:

- homes, schools and work are located close to one another, reducing need for use of the car;
- dwellings are located close to streets and sidewalks
- dwellings have front porches, from which residents participate in and enjoy communication on the street
- on-street (curbside) parking maximizes street space, protects pedestrians and muffles traffic noise
- narrow streets, low traffic speeds (small corner radius), and sidewalks encourage pedestrian traffic
- trees make narrow streets comfortable 'enclosures' of space
- intimate, park-like settings boost home prices

Initial urban planning and urban design concepts for the "Old Westside" neighborhood, which included research into affordable housing alternatives and mixed use development, were undertaken by two senior UNLV architecture and planning classes under Professors Beckman and Hoversten. Their work reinforces the belief that the neotraditional neighborhood planning concept, along with infill development, can effectively be applied to the Old Westside neighborhood. Figure UD-3 is a UNLV concept sketch of the potential for redevelopment of Jackson Street.



Many West Las Vegas residents enjoy sitting in their front yards and participating in communication on the street



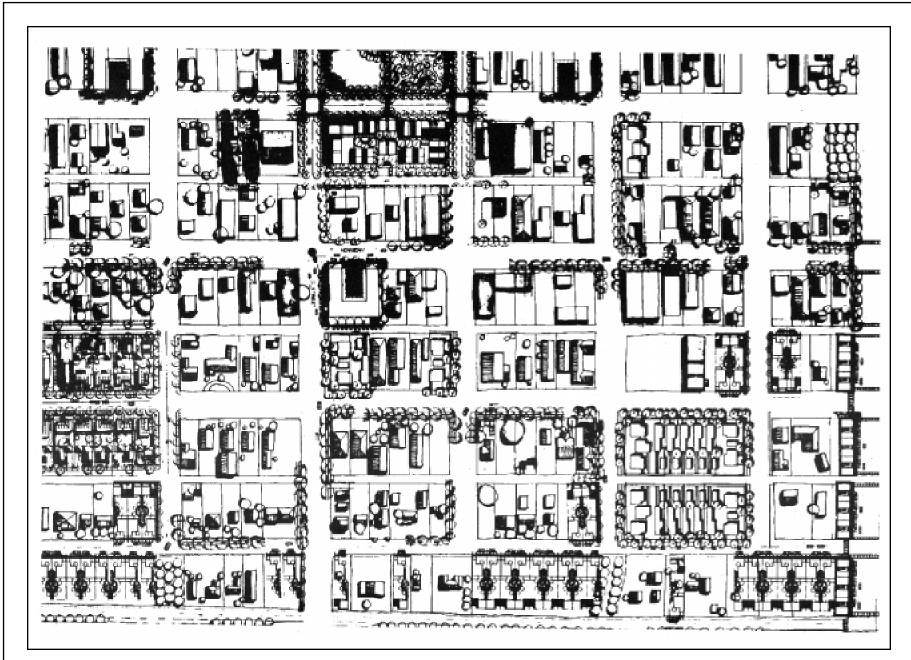
To be successful, neotraditional planning requires concise urban design criteria and standards to be implemented to ensure that all redevelopment and new development is properly coordinated as it relates to: height limits, setbacks, density, overall landscaping and hardscaping, streetscaping (signage, light fixtures, street furniture and street landscaping), street and sidewalk geometry, and architectural and urban design details. As noted in the Land Use Element, high densities (up to 49 dwelling units per gross acre) and high rise apartments (no height limits) are now allowed in the central portion of the Old Westside neighborhood. Urban design standards are desired which will limit building heights to four stories.

### Recommendations:

- Prepare and adopt an Old Westside Urban Design Plan for the area bounded by H Street, Owens Avenue, Interstate 15 and Bonanza Road, within which specific new design criteria and standards will be applied.
- 2. Prepare and adopt development review criteria and standards for the Old Westside Urban Design Plan area, and the adjacent Town Center area, to address, but not be limited to:
  - land use (including mixed-use) relationships and transitions
  - overall landscaping/hardscaping
  - streetscape (signage, light fixtures, street furniture, street landscaping)
  - building massing (height limits and setbacks)
  - street and sidewalk geometry
  - architectural/urban design details
- 3. Coordinate the Old Westside Urban Design Plan with the planning, design, and development of the adjacent West Las Vegas Town Center, as noted on Map UD-C.

# Important note on progress on the improvement of the Visual Image of West Las Vegas . . .

Since the initial surveys of existing conditions and first drafts of this Urban Design/Visual Image Element, extensive progress has been made to the improvement of the visual image of the "Old Westside" neighborhood (see map UD-A: The MU District in the southeast, adjacent to Downtown Las Vegas). Under the WLVNAB's "Adopt-Your-Block" program three successive clean-up activities with the input of hundreds of community volunteers working with neighborhood residents and City staff have made significant improvement to the physical condition and image of this neighborhood.



This urban design concept by UNLV Architecture Studies students shows the potential for future infill development in the Old Westside neighborhood.

# **IMPLEMENTATION** PLAN

Implementation of this Plan will require the full support of the residents of West Las Vegas. The Plan, by itself, cannot solve the problems of the community. It will require coordination among various groups to include a three-way partnership between the community residents, private groups, and the City of Las Vegas. It is essential that the residents continue to help identify and prioritize needs and continue to work toward goals, boost pride, and encourage self-help.

The following Implementation Plan outlines the recommendations to achieve the goals and objectives of this Plan. Included in the Implementation Plan are the responsible parties or agencies, the funding sources, and the timeframes for completion.



Nevada Busines Services provided assistance in initial physical clean-up in December 1992



Recommend. Number	Recommendation Summary	Responsible Party	Funding	Date of Implementation
Citizen Part	icipation Element			
1	Organize residents and business owners into working Neighborhood Associations (NA). Each NA will provide a representative to the WLVNAB.	Intergovernmental Community Relations, Economic and Urban Development	HUD Technical Assistance Grant	7/94
2	Develop and implement a training program for the NAs and the WLVNAB	Intergovernmental Community Relations, Economic and Urban Development	HUD Technical Assistance Grant	9/94
3	Give advisory authority to the WLVNAB over all development/redevelopment and rezoning proposals affecting the Plan area.	City Council, Planning Commission, Community Planning and Development	HUD Technical Assistance Grant	10/94
Socio-Econ	omic Element			
1.1	Designate sufficient amounts of land to support job generating functions.	City Council , Planning Commission, and Community Planning and Development	NA	Upon adoption of WLV Plan
1.2	Support the efforts of Nevada Business Services to obtain funding for the operation of a comprehensive advocacy, assessment, training, and placement program for the residents of West Las Vegas.	City Council	NA	Ongoing
1.3	Continue support for the Specialized Training Employment Partnership (STEP) Program which will coordinate employment opportunities from the casino industry and make this information available to the West Las Vegas residents.	City Council	NA	During the hiring period for the major strip resorts (5/93 - 4/94)
1.4	Develop and aggressive outreach program to encourage West Las Vegas residents that do not have a high school diploma to meet their GED requirements.	WLVNAB, CCSD, Intergovernmental Relations, UNLV Small Business Development, Southern Nevada Community College	CCSD, HUD Technical Assistance Grant	6/94
2.1	Organize an educational program about West Las Vegas to be marketed to organizations and businesses throughout Las Vegas.	WLVNAB, Intergovernmental Relations, Community Planning and Development	HUD Technical Assistance Grant	6/94
2.2	Develop a video production that introduces the West Las Vegas neighborhood, its colorful history and the people who live there today, to be used as a marketing tool for community organizations.	WLVNAB, Intergovernmental Relations, Community Planning and Development	To be determined	6/94

Recommend Number	Recommendation Summary	Responsible Party	Funding	Date of Implementation
Land Use El	ement ement			
1.1	Do not allow rezonings for land uses other than those designated on the West Las Vegas Proposed Future Land Use Plan unless there is adequate justification to amend the Land Use Plan.	Community Planning and Development, Planning Commission, City Council.	NA	Ongoing
1.2	Improve the physical appearance of all residential neighborhoods which have suffered neglect or deterioration	WLVNAB, WLV Business Owners, Intergovernmental Community Relations	MCEC Corporate Sponsorship, CDBG	Ongoing
1.3	Establish an Adopt-Your-Block program for businesses.	WLVNAB, WLV Business Owners, Intergovernmental Community Relations	MCEC Corporate Sponsorship	12/94
2.1	With the input of the Department of Economic and Urban Development, develop an overall West Las Vegas commercial/light industrial land use strategy.	Economic and Urban Development, Community Planning and Development	NA	Ongoing
2.2	<ul> <li>On the Downtown Development Map (see Map AP-A, Appendix Section):</li> <li>revise the "Light Industrial" designation on the parcel south of Owens Avenue, between H and J Streets, to "Service Commercial", as part of the West Las Vegas "Town Center."</li> <li>designate the east side of H Street between Jackson Avenue and Owens Avenue as "service commercial" for compatibility with facing uses.</li> <li>designate Jackson Street, between H Street and B Street as "Tourist Commercial." See following recommendations under Objective 5: Gaming Designations.</li> <li>revise the "region-serving support businesses" designation along the east side of Martin Luther King Blvd. from Owens Avenue to Lake Mead Blvd. to "medium density residential" and (at Martin Luther King and Doolittle Street) to "Public Facilities."</li> </ul>	City Council, Planning Commission, Economic and Urban Development, Community Planning and Development	NA	Upon adoption of WLV Plan
	Support the development of the 22 acre retail commercial "Town Center" on the south side of Owens Avenue, between H and J Streets and the redevelopment and expansion of the adjacent Nucleus Plaza site. Support the revitalization of Jackson Avenue between B and H Streets as a commercial/entertainment district.			Ongoing
2.3	Designate the eastern half of the 160 acre variable-designation area of Vacant Parcel [A] (excluding that in the Downtown Redevelopment Area along the Martin Luther King Blvd. frontage) as light industrial.	City Council, Planning Commission, Community Planning and Development	NA	Upon adoption of the West Las Vegas Plan
2.4	Designate the south side of Bonanza Road from Rancho Road to Martin Luther King Blvd., as general commercial.	City Council, Planning Commission, Community Planning and Development	NA	Upon adoption of the West Las Vegas Plan
3.1	Revise the designations of each of the following districts to "service commercial:"  • the "region-serving support businesses" designation along Martin Luther King Blvd. from Washington Avenue to Owens Avenue  • the "neighborhood corridor" designation on Owens Avenue between Martin Luther King Blvd. and J Street, and between H Street and Interstate 15  • the "residential serving service commercial" at the intersection of Lake Mead Blvd. and Martin Luther King Blvd., and the intersection of Lake Mead Blvd. and H Street.	Economic and Urban Development, Community Planning and Development	NA	Upon adoption of WLV Plan



Recommend Number	Recommendation Summary	Responsible Party	Funding	Date of Implementation
4.1	Establish the following future residential land use patterns (as depicted on map LU- E):  • District "Y": medium density residential  • District "Z": high density residential  This will require the following revisions to:  • The General Plan: Revise the land use designation from high density residential to medium density residential on the area from McWilliams to Monroe between E and F streets.  • The Downtown Development Plan: Change the area from Washington Avenue to Harrison Avenue, between B and D streets, and the area from Monroe Avenue to Harrison Avenue, between D and H streets, from "Neighborhood Infill" to "High Density Residential" except for tourist commercial on Jackson Avenue and service commercial on the east side of H Street.	City Council, Planning Commission, Community Planning and Development	NA	Upon adoption of WLV Plan
4.2	Implement the neo-traditional planning concepts, which stresses: pedestrian-oriented, tree lined, grid-streets; pedestrian scale buildings; on-street parking; and the continued use of the functional alley system.	City Council, Planning Commission, Community Planning and Development		
5.1	Reexamine the City of Las Vegas Gaming Enterprise District Map to determine priority areas which can most reasonably be expected to be viable and successful within the City-wide context of the gaming industry.	Economic and Urban Development, Intergovernmental Community Relations	NA	Ongoing
5.2	Amend the Gaming Enterprise District Map to include Jackson Avenue between B and H Streets.	Planning Commission and City Council	NA	12/94
6.1	In conjunction with the Regional Transportation Commission, eliminate the Owens Avenue/Harrison Avenue one-way pair. Return Owens Avenue to a two-way major arterial and Harrison Avenue to a two-way neighborhood street. Only B and D Streets will continue north beyond Harrison to Owens Avenue.	RTC, Public Works, Redevelopment Agency	Redevelopment Funds, General Fund, RTC, NDOT Enhancement Funds	To be determined
6.2	Move the existing residences affected by the above street modifications to vacant lots in the immediate vicinity as a part of the neighborhood infill phase of the Adopt-Your-Block program.	Housing Division, Redevelopment Agency, and WLVNAB	CDBG, Housing Funds, Redevelop- ment Funds	To be determined
6.3	Retain the (narrowed) land parcels between Owens and Harrison Avenues as a lineal park/open space amenity and buffer to the Old Westside neighborhood.	Parks and Leisure, Redevelopment Agency, Public Works	To be identified	To be determined
7.1	Parcel [A]: Designate the western half of this 160 acre parcel as medium-low residential.     Parcel [B]: Designate the northern half of the mixed-designation area as medium density residential, and the southern half as medium-low density residential.     Parcel [C]: Designate the mixed-designation portion of this parcel as medium density residential.	Community Planning and Development, Planning Commission, and City Council.	NA	Upon adoption of WLV Plan
Housing Ele				
1.1	Develop a program to: (1) assist low and moderate income residents gain the skills, self-confidence, and resources needed to purchase their own home; and (2) work with the local banks to assemble a pool of loan funds for qualified buyers.	WLVNAB, Banking Committee Housing Division	CDBG, Banking Committee	8/94



Recommend Number	Recommendation Summary	Responsible Party	Funding	Date of Implementation
1.2	Encourage the development of increased owner occupied housing rather than rental housing, in the with emphasis on census tracts 3.01, 34.01 Block Group 6, and 35.	WLVNAB, Housing Division, Community Planning and Development, Planning Commission, City Council.	NA	Ongoing
1.3	Develop a home ownership rehabilitation plan that allows the owner to use "sweat equity" (credit for time the home purchaser physically contributes to the rehabilitation of the house) as the partial repayment of the loan or as the downpayment.	Housing Division, WLVNAB	Housing Trust Fund, Redevelopment Funds	8/94
2.1	Establish a West Las Vegas Housing Trust Fund to make funds available to non-profits for the acquisition and/or rehabilitation of residential buildings in the area to provide affordable housing.	Housing Division	Redevelopment set-aside for affordable housing; proceeds of Sale of Harris- Mojave site; HOME Funds (HUD)	
2.2	Develop a West Las Vegas Housing Task Force made up of West Las Vegas residents to monitor the development of affordable housing in West Las Vegas. The members of this task force would come from the Neighborhood Associations.	Housing Division, WLVNAB, Intergovernmental Community Relations	WLV Housing Trust Fund	1/95
2.3	Develop a City policy to encourage mixed income housing (ownership and rental) in West Las Vegas and throughout the City.	City Council	NA	12/93
2.4	Encourage the development of additional affordable senior housing in West Las Vegas	Housing Division, City Council, Planning Commission, Community Planning and Development	NA	Ongoing
2.5	Provide ongoing technical assistance to community based organizations that are providing affordable housing.	Housing Division	General Fund	Ongoing
2.6	Investigate ordinance options that can enhance the delivery of affordable housing throughout Las Vegas which include: Inclusionary Zoning, Linkage Fees, Density Bonuses.	Housing Division, and Community Planning and Development.	NA	Coordinate with update of the zoning ordinance
3.1	Continue to support the West Las Vegas Neighborhood Advisory Board (WLVNAB) in the Adopt-Your-Block Program.	WLVNAB, City Managers Office, Housing Division, & Residents	MCEC Corporate Sponsors, residents, volunteers	Ongoing
3.2	Develop a homeowner's property maintenance education program to assist new and existing homeowners.	WLVNAB, Banking Committee, Intergovernmental Community Relations, Housing Division	CDBG, Housing Funds, Banking Institute	12/94
3.3	Ensure that Code Enforcement intensifies and uniformly implements the code enforcement activity in neighborhoods that the WLVNAB target.	Building and Safety, METRO, Fire Dept., Health Dept., WLVNAB	General Fund	Ongoing



Recommend Number	Recommendation Summary	Responsible Party	Funding	Date of Implementation
Community	Facilities Element			
1.1	Support and help implement the conversion of four West Las Vegas Sixth Grade Centers (Booker, Carson, Kelly and Madison) to Prime 6 Schools, and the conversion of Mabel Hoggard Sixth Grade Center to a Math and Science School of Special Emphasis.	CCSD, WLVNAB, and Intergovernmental Community Relations	CCSD	Completed
1.2	Seek alternatives to court ordered bussing programs at the junior and senior high school levels.	CCSD	CCSD	Ongoing
1.3	Work with Clark County School staff to implement the utilization of existing school facilities (after school) to provide tutorial, recreational and cultural programs.	WLVNAB, Intergovernmental Community Relations, and Parks and Leisure	MCEC	Ongoing
2.1	Develop a work plan, in conjunction with the Department of Parks and Leisure Activities, to improve Fitzgerald Park using the results of the Residents' Needs Survey.	Community Planning and Development, Parks and Leisure, intergovernmental Community Relations.	General Fund	6/93
2.2	Develop an action plan to implement a resident needs survey process to determine the park facilities and programs that are required to adequately serve the overall West Las Vegas area.	Community Planning and Development, Parks and Leisure, Intergovernmental Community Relations.	General Fund	12/94
3.1	City staff and City Council continue to work with Metro Police management to establish a Metro Substation in West Las Vegas	City Council and Intergovernmental Community Relations.	To be determined	Ongoing
4.1	Continue to work with the U.S. Postal service staff on long term planning for a new West Las Vegas branch facility.	Intergovernmental Community Relations, WLVNAB, and U.S. Postal Service	U.S. Postal Service	Ongoing
5.1	Proceed with negotiations for the potential establishment of a West Las Vegas branch of the Southern Nevada Community College, at the Washington School site at Washington Avenue and D Street, or other potential locations	Intergovernmental Community Relations, City Council, and Southern Nevada Community College	EDA Insurance, CDBG, Redevelopment Monies	Ongoing
Circulation	Element			
1.1	Develop a plan to discourage non-residential traffic travelling north on F Street, north of Washington Avenue.	Public Works, Community Planning and Development	General Fund	Ongoing
1.2	Ensure the circulation plan for UPRR property addresses the impact of traffic generation for intersections with projected LOS E or F.	Public Works	General Fund	Ongoing
2.1	Provide adequate access to and from West Las Vegas in the redesign of the 1-15/ U.S. 95 interchange.	NDOT, RTC, Public Works	NDOT, RTC	
2.2	Develop a circulation plan based on the redesigned plan for I-15/95 Interchange and UPRR property to ensure that the residential character of West Las Vegas is not compromised.	Public Works, RTC	General Fund	To be determined



Recommend Number	Recommendation Summary	Responsible Party	Funding	Date of Implementation
3.1	Develop and implement pedestrian and bike routes throughout the West Las Vegas area to be integrated into the regional bike and pedestrian plan being formulated by the Regional Transportation Commission .	Public Works, Community Planning and Development, RTC	General Fund, RTC	12/94
4.1	Determine, through WLVNAB sponsored community meetings and RTC survey reports, whether or not the transit system is adequately serving the West Las Vegas area. If not, make recommendations for improvement.	WLVNAB, RTC	NA	12/94
4.2	Initiate a survey to determine where bus shelters are needed and initiate action to have them installed.	WLVNAB, Neighborhood Services Office	NA	12/94
Business A	tivity Element			
1.1	Implement a Business Development Program to include:  1. Educational Programs/Technical Assistance Programs a. Introductory Program b. Business Principles 2. Loan Programs a. Micro Loan program b. Business Loan Program c. Low Interest Loan Program	Banking Committee, Intergovernmental Community Relations	Banking Committee,	10/94
2.1	Continue to work with West Las Vegas Joint Venture in the development of the 22 acre retail commercial "Town Center" at H Street and Owens Avenue.	Redevelopment Agency, City Council, Planning Commission, Community Planning and Development, Intergovernmental Community Relations, West Las Vegas Joint Venture	Redevelopment funds, West Las Vegas Joint Venture	Ongoing
2.2	Support the redevelopment of the Jackson Street commercial/entertainment district.	Redevelopment Agency, City Council, Planning Commission, Community Planning and Development, Intergovernmental Community Relations	Redevelopment Funds; Dept. of Commerce, EDA Insurance funds	Ongoing
2.3	Encourage and support a region serving, light industrial business park on the vacant parcel [A] as noted on Map LU-B in the Land Use Element.	Redevelopment Agency, City Council, Planning Commission, Community Planning and Development, Intergovernmental Community Relations	NA	Ongoing



Recommend Number	Recommendation Summary	Responsible Party	Funding	Date of Implementation	
Urban Design Element					
1.1	Adopt a policy to implement a streetscape program along the primary and secondary thoroughfares as noted on Map UD-B and on Figure UD-1, Landscape Cross Sections, in accordance with the following guidelines:  • spatially define the streets by planting the trees along the public right-of-way in a linear pattern  • use a specialized landscape planting program for major intersections  • in segments with high projected pedestrian use, give more attention to pedestrian amenities: crosswalks, wider sidewalks, pedestrian activity nodes, benches, kiosks, etc.  • provide pedestrian linkages between residential areas and schools, libraries, parks and open space, and transit stops  • provide all segments with appropriate lighting and signage  • use drought tolerant plant materials  Initial applications of the streetscape program could occur with the West Las Vegas Town Center development (outlined in Land Use Issue 2) on Owens Avenue between H and J Streets, and on H Street between Owens Avenue and Jackson Avenue (see Map UD-C).	Community Planning and Development, Intergovernmental Community Relations, Planning Commission, City Council.	NA	1/95	
1.2	Include, in the streetscape program, a series of public art projects which can be implemented with community involvement.	City Manager's Office, Housing Division.	Grants, General Fund	1/95	
1.3	Complete the legal process of vacating excess right-of-way along neighborhood streets in the Old Westside area and transferring ownership and maintenance to the residents.	Public Works, Community Planning and Development, Intergovernmental Community Relations	General Fund	7/94	
1.4	Adopt a policy to implement a "gateway" design program to be applied at the major entranceways to West Las Vegas, including the eastern and western approach ends of Bonanza Road, Washington Avenue and Owens Avenue/Vegas Drive, as noted on Map UD-B and on Figure UD-2. A minor gateway would be appropriate at the approach to Jackson Street at H Street, as shown on Map UD-C.	Community Planning and Development, City Manager's Office	General Fund	1/95	
2.1	Prepare and adopt an Old Westside Urban Design Plan and "overlay district" for the area bounded by H Street, Owens Avenue, Interstate 15 and Bonanza Road, within which specific new design criteria and standards will be applied.	Community Planning and Development, City Manager's Office, Planning Commission, and City Council	General Fund	1/95	
2.2	Prepare and adopt development review criteria and standards for the Old Westside Urban Design Plan area, and the adjacent Town Center area, to address, but not be limited to:  I land use (including mixed-use) relationships and transitions overall landscaping/hardscaping Landscape Elements streetscape (signage, light fixtures, street furniture, street landscaping) Circulation and Infrastructure Systems building massing (height limits and setbacks) street and sidewalk geometry architectural/urban design details	Community Planning and Development, City Manager's Office, Planning Commission, and City Council	General Fund	1/95	



Recommend Number	Recommendation Summary	Responsible Party	Funding	Date of Implementation
Recommend Number	Recommendation Summary  Coordinate the Old Westside Urban Design Plan with the planning and design of the adjacent West Las Vegas Town Center, as noted on Map UD-C.	Responsible Party  Community Planning and Development, City Manager's Office	Funding	Date of Implementation  1/95

